



THE ALPHA RULES

BY CARLOS XUMA & DEAN CORTEZ

www.thealpharules.com

The Alpha Lifestyle Program
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ABOUT THE AUTHORS



Dean Cortez is a native of New York City who now divides his time between his homes in Las Vegas and Asia. He studied film at New York University and was a screenwriter in Hollywood for a period. He is also the author of a series of books about dating and male empowerment, and has written columns on dating & seduction for numerous national magazines.

One of his books, the best-selling dating manual *M.A.C.K. Tactics*, went on to spawn a successful company that sells a complete line of products at www.macktactics.com. Visit the site, and you can download a free 80-page book, “The S.W.A.T. Guide” (Secret Weapons & Attraction Tactics), which is filled with techniques and strategies.



Carlos Xuma is a recognized and respected expert on dating and attraction, as well as a black belt martial arts instructor and motivational life counselor. His countless articles and interviews have appeared in or on: ABC Television, Allen Handelman’s “Rock Talk,” World Talk Radio, About.com, Maxim Radio, Summum Magazine, David DeAngelo’s Interviews with Dating Gurus, and many others. He conducts workshops and in-field training sessions as well as group seminars in

the United States and Europe.

Carlos is the author of *The Dating Black Book*, *The Secrets of the Alpha Man*, *Alpha Conversation & Persuasion*, *Approach Women NOW*, the *Alpha Immersion* DVD course, the Advanced Coaching Series (in its fourth year), a popular blog and podcast, and many other successful programs that help men realize their full potential as Alpha Men. Carlos brings to the table a variety of life experiences, including a background in relationship skills, life-coaching, motivational psychology, sales,

management, Martial Arts, teaching and instruction, technology and engineering, Eastern philosophy, the psychology of achievement, and music.

To learn more about Carlos Xuma and how he helps men find their true Alpha Destiny, go to www.datingdynamics.com.



THE ALPHA RULES

1) Master Your Emotions. Be the island, not the waves. The Alpha Man provides a safe haven for the women in his life. Be a protector: demonstrate the ability to be a source of physical and emotional security. Women are attracted to stable, secure men and are repelled by neediness and insecurity. Never lose your cool (the James Bond mindset). Self-control is a hallmark of the Alpha Man. Deflect the traps and games that women will often try to engage you in as a means of “testing” you. Mastering one’s emotions begins with confidence and clarity of purpose.

2) Master the Art of Attraction. Elicit attraction, not affection. Don’t just be a “friend” to women; be sexually desirable first and foremost. Know how to escalate the relationship while you remain secure in your sexuality and masculinity. Often, the women who are most resistant to men are the ones who wish a man would sweep them off their feet and seduce them. The Alpha Man understands how to do so, by using the Rules of attraction to his advantage.

3) Be Unique in Your Approach, Style and Actions. Become a source of fascination to people by presenting yourself as an original: a unique individual who doesn’t think and act like the herd. When you seem typical, women are inclined to feel a typical, lukewarm emotional reaction towards you. Incorporate new details into your style and wardrobe so that you command attention. Lead and project a lifestyle

that is exciting and unpredictable. Being original in these ways is a clear indicator of confidence and high self-esteem.

4) Women Are Only One Aspect of Your Greater Destiny.

Act and move towards your larger goals with clarity, ambition and passion. Success with women is a natural byproduct of being an Alpha Man. It is never the end goal, or the missing piece of the puzzle that will “complete” you.

5) Beware the Comfort Zone. Constantly push yourself to explore new experiences and expand your own boundaries. Don’t mistake comfort for pleasure; never mistake stability and safety for fulfillment. You must do something new and bold every day, no matter how small. Condition your nervous system for continual growth, not gradual decline.

6) Surround Yourself With Winners. Socialize and form alliances with those who are as successful or more successful than yourself. This will also make you more effective in dating, because solid, successful friends translates into social proof and desirability. Create a “mastermind group” consisting of friends and allies (both male and female) who give you a powerful social & professional network.

7) Improve Constantly and Continuously. You are the architect of you own life; strive to create an original masterpiece. It’s never too late to re-invent yourself. Don’t be afraid to discard the “old you” in favor of creating a whole new look, style and attitude. Your prime is now; never believe that you are too old or young to make decisive changes. Constantly seek to expand your knowledge of the world, women and yourself.

8) Be the Leader of Your Tribe. Within any social structure, the member with the strongest Alpha traits is looked to for leadership and security. You must become this person. Instill the gladiator principle of “Strength & Honor” into your own character, and establish your core virtues. In your relationships with women, set boundaries and parameters: as an Alpha Man, you control the playing field.

9) Establish a Powerful Image and Elevate Your Status.

Understand and utilize the concept of Social Proof, and use it to elevate your status (particularly in the eyes of women). Most people are not interested in people of low social standing; they're attracted to those who seem popular and desirable. Be conscious of your image, the aura you project, and what kind of power you possess. If you're not influencing others, they are likely influencing you. Court attention by being unique in every aspect of your persona; originality, in your appearance and outlook, conveys self-confidence. Mavericks are inspiring. If you're simply following the herd, why should anyone want to follow you?

10) Abandon the Desire to Possess Women. Do not be the pursuer; capture her interest, build her desire, and then prompt her to pursue you. Don't succumb to the trap that ensnares the average man: the urge to "possess" the object of his affections and jealously guard her from other men. Instead, be highly desirable—and attainable only when it's under the circumstances of your choosing.

11) Be Bold and Decisive. The "wishy-washy" man invites women, and the world, to trample on him and discard him. You must appear as though you've already got life figured out—yet you're still excited about the endless possibilities. Be decisive in your words, opinions and actions and women will be drawn towards you.

12) Carry Yourself With Absolute Confidence. Act like a king to be treated like one. Confidence will waver, but there are methods to keep your "ambient" confidence at a healthy level. How to live every day "walking the walk." Once you've established a core level of confidence and your "inner game" is solid, you can develop your "outer game": the specific techniques you use to approach and build connections with women.

13) Be Socially Aware and Adept. Understand and control social dynamics. View other men as potential allies, not as threats. Whether you're angling for a promotion or on a first date with a woman, social dynamics—within one-on-one interactions, and within the larger environment—can always be steered to your advantage. Learn to view

the world through the eyes of others, particularly women; identify their individual needs and desires, so that you can embody what is missing in their lives.

14) Keep Your Options Open. Never make commitments until you are ready to do so. Avoid the trap that most men fall into: rushing into committed relationships with women out of desperation or fear of being alone. Part of the growth process is dating a variety of women, in order to develop your understanding of them, of yourself, and of what you ultimately want.

15) Eliminate Distractions and Motivation Killers. Remove from your life that which does not serve your goals or move you towards your Great Destiny. Disqualify without mercy; don't hesitate to rule a woman out if she behaves unacceptably or possesses traits that are intolerable to you.

16) Cultivate Sexual Power. Be sexually alluring and confident, in and out of the bedroom. The best way to keep a woman in love with you and faithful is to show her a man that knows how to please her. This must occur on multiple levels.

17) Be Spontaneous and Unpredictable. This is the "X-Factor" of the Alpha Man. He possesses the ability to make life seem inspiring and exciting to everyone in his orbit. You must come across as an "original" in order to distinguish yourself from every other guy out there. When you convey the sense that your life is an adventure, filled with growth and new experiences, women will want to come along for the ride. Men who are entirely predictable are ultimately boring.

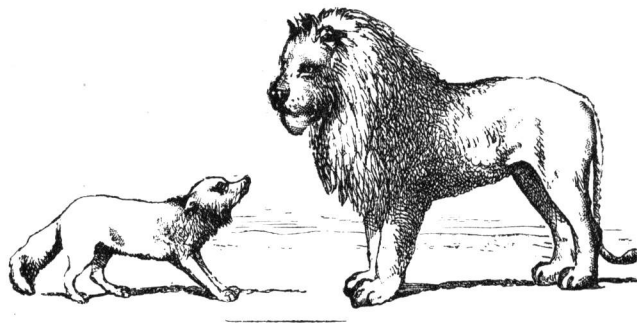
18) Seduction Is a Skill Set. The average man, when observing a seducer of women, typically believes the seducer to be a "natural" with the opposite sex. He believes it is a gift some men are born with, and the vast majority will never possess. But in truth, seduction is a process that can be learned and mastered, like any other skill. Once you've built the proper inner foundation, there are principles and strategies that work effectively when approaching, dating, and building relationships with women. But you must not become lazy or over confident, or deviate

from the game plan; each step of the process must be followed, from the opening approach to the fourth date and beyond. Some women will be resistant to your charms; others will be wide open to your advances. Either way, you must trust the process and implement each step.

19) Forge Unbreakable Social Connections. Pursue authentic rapport and connection with people, after the initial attraction. While you must disqualify women who bring negativity into your life, there is plenty to be gained by forming genuine friendships with certain women who you aren't sexually interested in. This is critical to expanding your circle of allies, thereby building your social status.

20) Project and Respect Ambition. Women are attracted to men who project a sense of passion and purpose in life. These qualities are more engaging to women than possessing financial wealth. When a man demonstrates passion for life and achieving his goals, he implies that he is capable of being passionate in a relationship. And while your finances may be modest now, if you project ambition, women will be intrigued by your potential.

21) Be the Prize. Human nature dictates that when something is out of our grasp, we want it even more. The Alpha Man knows that by being aloof and elusive, he cultivates an air of importance and desirability. But his limited availability is not a phony pretense; men who are intentionally aloof, or unreliable, run the risk of alienating people. Alpha Men create healthy boundaries around themselves, filling their time with positive pursuits, and are highly selective about the people they let in. You are a prize, which women must strive to win. This is the core of the Alpha mindset—the opposite of the average man, who is overly concerned with impressing women and schedules his life around them.



Introduction by Dean Cortez

Men aren't what they used to be.

This occurred to me recently while I was sitting in front of the boob tube, channel-surfing from one brain-numbing program to the next.

"Blind date" reality shows feature clueless chumps fumbling and failing to impress the women who sit in judgment of them. *Queer Eye For the Straight Guy* informs a generation of males that a gang of swishy fashionistas holds the answer to us escaping our lonely, pathetic doldrums.

Every sitcom seems to feature a bumbling oaf of a husband, whose testicles are completely owned by his sassy, level-headed wife. This is the message being broadcast to millions of impressionable young boys around the world: Daddy is a useless idiot who screws up everything he touches and has to grovel for sex. Thank God there's a responsible woman to run the household.

During commercial breaks, we're inundated with advertising that urges us to buy more crap we don't need in order to be more attractive to the opposite sex. Most guys don't have the intestinal fortitude to strike up a conversation with the chick on the next barstool ever, yet they're conditioned to believe a gas-guzzling SUV, a more expensive pair of jeans, or penis-enhancement pills hawked on late-night infomercials will resuscitate their sex lives.

And don't even get me started on the movies these days. Instead of the two-fisted icons of generations past—my dad had John Wayne, I worshipped at the altar of Schwarzenegger, Stallone, Chuck Norris and Charles Bronson—the Hollywood assembly line now feeds us interchangeable, androgynous pretty boys. It's the same routine in the music industry, which is now ruled by misogynistic, cartoonish rappers, preening faux-punk rockers, and sensitive singer-songwriters who make the soccer moms swoon.

We now live in a culture that promotes obedience, fear and emasculation. The average guy works his ass off to hang onto a job he can barely stand, goes home to an empty apartment or a family that doesn't respect him, and leads a life of quiet desperation. In the prime of his life, he chooses to cash in his chips rather than blaze his own trail—playing it safe and settling into a mundane, mediocre existence.

I've spent a lot of time over the past few years contemplating and writing about this ongoing crisis for the modern male. My first book, *M.A.C.K. Tactics*, taught men methods for boosting their self-confidence and becoming more successful in the dating world. It spawned a large following; thousands of guys visit the website www.macktactics.com to swap information and pose questions. What's the right way to approach a girl, or invite her on a date? If I get her phone number, how long should I wait until I call her? I'm in love with a girl I've known for years, but how can I be more than a friend to her? And so on.

I've met many of these guys in person, and they're not the social misfits you might imagine. In fact, a lot of them are good-looking, talented and successful in their careers. You wouldn't suspect they had such anxieties about interacting with women. But the men of my generation are, by and large, a confused and trepidatious bunch. The message rammed down our collective throats is that in order to attract a mate, we must become softer, sensitive, and more feminine. The "Metrosexual" has been trumpeted as the new masculine ideal. Hairy chests and bulging muscles are out; waxed chests and cosmetic surgery are in.

Masculinity is under attack. But this new generation of "feminized" man runs counter to thousands of years of biology and human nature, and

the dismal state of modern relationships provides grim proof. Divorce and adultery statistics are off the charts. Men are being roped into marriage for all the wrong reasons, wasting precious years of their lives in captivity—like once-mighty jungle cats who’ve been de-clawed and forced into domesticity. Eventually, many of these men cheat in order to reaffirm their masculinity, to remind themselves that they’ve still got a set of balls. Or the woman cheats with a more masculine, virile man, the type of guy her husband *was* before he was browbeaten into submission.

The vast majority of women, whether they live in New York, Los Angeles, Tel Aviv or Tokyo, *want* men who embody masculine traits. I’m not talking about macho types or meatheads, whose chief interests are watching sports and drinking beer (in other words, the typical TV sitcom husband). I’m referring to men who are confident, assertive, dependable and capable of protecting and providing for their families. Men who are sexually potent, know what they want out of life and relationships, and refuse to settle or compromise their goals. These are men who play the game of life to *win*, rather than following the script and living a life of bland, anonymous mediocrity.

In other words, what women want—in their heart of hearts—is an **Alpha Man**.



This phrase comes from anthropological research. Every species of social animal has an Alpha: the male whom the others follow and defer to. Within monkey colonies, this supremacy is determined through competition among the males; once the dominant monkey emerges, the others submit to him and look to him to maintain order in the colony. There is a great sense of relief once the Alpha has been established.

This position comes with a lot of perks. In some animal groups, the Alpha always eats first; in others, he is the only one allowed to mate and reproduce.

The human animal follows a similar hierarchy. For some of us, the reigning Alpha Man in our world is the top jock on campus, or it's our hard-charging boss with the multi-million dollar house and the trophy wife. In other situations, the dominant Alpha is the guy who scoops up the hottest chick at the bar and takes her home—while you were checking her out from across the bar, scared to make an approach.

Our society has been conditioned to follow the lead of Alphas. They lay out *how it's going to be* rather than apologizing and asking for permission. Human nature dictates that we accept them as our superiors; biology dictates that women will seek these types of men as mates.

It's an Alpha Man's world. The rest of us are just living in it.

The Wedding Crasher



While I've been contemplating the modern man's plight for some time, it was a wedding I recently attended that inspired me to sit down and turn these insights into a book. One of my pals from college, Ted, was finally tying the knot after dating a girl for years. He'd held out as long as possible, trying to stave off the ultimate commitment, but eventually he buckled under the pressure from his girlfriend and her parents (who were hoping for grandkids soon, and less than thrilled about them living together without being married).

After the vows were exchanged, we headed to the reception. The band began to play, the booze began to flow, and a lot of uncoordinated white people made jackasses of themselves on the dance floor. Typical wedding stuff.

What set this event apart was that a number of my former college classmates had showed up. Most of them, I hadn't seen since we graduated a decade ago.

It was shocking to see how they'd turned out. And I don't just mean the beer guts, thinning hair, and wives I wouldn't have slept with even after ten shots of Jack Daniels. These guys looked defeated. Beaten down. They used to have a *spark* that had now been extinguished—buried under mortgage payments, lousy marriages, screaming kids and mind-numbing jobs.

Back in college these guys had been the big men on campus, more socially adept than I ever was: star athletes, student council leaders or shaggy-haired rebels who broke all the rules and partied like rock stars. Naturally, the chicks flocked to them. And now here they sat before me, barely in their 30s but carrying themselves like world-weary, middle-aged schlubs.

"Well, it was nice knowing him," quipped my old friend Seth as he watched the newlyweds take to the dance floor. We all knew now that Ted's testicles legally belonged to his wife, he would vanish from contact. The other married guys nodded knowingly and drank deeply. It wasn't as if any of *them* had been let out of the house lately for happy hour at the titty bar.

At one point, I found myself chatting with an old buddy of mine named Lance. He had been the superstar among our group of friends. He'd been a phenomenal athlete, the naturally gifted type—the kind of guy who could roll out of bed with a hangover from last night's keg party, then proceed to run circles around everyone else on the football and lacrosse field.

Lance was also a genuinely good guy. He possessed boundless charisma, and refused to constrain himself to any of the social cliques or fraternities that prevailed on our college campus. He moved easily between the jocks, the stoners, and even the nerds, since he was an academic star as well.

Between his All-American good looks and charisma, you'd figure he was destined for greatness. Yet here he stood beside me, now a pudgy 32-year-old patent attorney who looked like he'd settled in for a very long, unpleasant haul. He told me he was working at his dad's law firm (I recalled back in college he couldn't stand his dad, nor his dad's insistence that he go to law school), and he'd recently been through a hellish divorce. His ex-wife won custody of their young son, whom I knew Lance loved dearly.

"You're lucky," he told me. "You're writing, doing what you love to do, traveling the world...I wish I had your life."

Lance meant it as a compliment. But instead of appreciating the sentiment, or feeling sorry for him, what I really felt was a twinge of anger. Anger at him for buying into someone else's idea of what would grant him happiness.

Many friends from my past have told me the same thing, that I'm "lucky." I'm never quite sure how to respond. I suppose I have been blessed in a sense; while most guys I grew up with dealt with existential struggles in their post-college years, suffering through various unfulfilling jobs and relationships while trying to figure out their calling, my destiny was always clear to me: using my creative talents to secure lots of cash, plenty of women, and live a life without regret.

I'm now in my early 30s. I'm single. No kids. I live on the Vegas Strip and never have any shortage of beautiful women to date. All of my goals are reaching fruition, yet I feel like the party is just getting started. I know the most exciting and gratifying chapters of my life still lie ahead. This has all been a prelude to the *really* good times—when my career reaches its pinnacle and I've got the bucks to build my dream home on some exotic beach, beholden to no one.

When I encounter old friends like Lance, I can't help thinking of the opening scene of *Saving Private Ryan*, where the platoons of American soldiers land on the beaches of Normandy. It's a meat grinder. Many of them are cut down by enemy gunfire before they even get off the boat. Hundreds more are slaughtered on the beach. In the end, only a gritty,

determined handful make it past the enemy's defenses and live to fight another day.

I guess that brilliant scene, as directed by Steven Spielberg, sums up my attitude towards the men of my generation. We're faced with a highly difficult and complex mission: to grow into adulthood, endure all the accompanying anxieties and responsibilities, and emerge on the other side with our self-confidence and masculinity intact.

Few guys are able to pull it off. Instead, life becomes a series of compromises. They go into a particular profession because their parents and peers deem it respectable. They endure a number of years on the singles scene, where they are blown off and rejected by the women they desire. Eventually, they wind up meeting a girl who provides them with regular sex and companionship. And so they get married, and have kids, and yet it feels like something is *missing*.

Ironically, it's often the guys who were socially awkward in their youth who wind up blossoming and excelling as adults—following a less conventional career path, making serious money, and feeling more content and fulfilled. Meanwhile, the high school heroes and jocks—the ones who used to kick the proverbial sand in people's faces—slip into lives of mediocrity. They peak at 18 or 21. From there, faced with the ego-crushing rejections of the real world and adulthood, it's all downhill.

This concept of the “real world,” by the way, is a concept I believe we need to reassess. Who says we need to equate reality with a sex-deprived marriage, a 9-to-5 job we can barely tolerate, and a kid and a starter home by age 30? Is it any less “real” to be a maverick, to get rich on your own terms, to venture beyond the town you grew up in and establish your home wherever your adventures may take you?

Far too many men are surrendering their dreams and goals, and leading lives of quiet



desperation. They work in order to purchase more things they don't need, and up until marriage this is all in an attempt to become more desirable to women. They date with a sense of desperation, believing they need a woman to "complete" them—as if a girlfriend or wife will lend meaning to their otherwise vacuous existence.

It's a sad state of affairs for the modern guy. When I sat down to write this book with Carlos Xuma, I decided it would be more than a guide to reclaiming and harnessing our masculine power. This would be a call to arms for the men of our generation.

So now let's talk about what it really means to be a man. Let's talk about succeeding, conquering, and thriving on our terms, instead of following the bullshit blueprint laid out by our friends, our parents, and the women we're out to impress.

The essential message behind this book is that any guy can tap into his inner Alpha and start living life on his own terms. We all possess the same basic tools; it's hardwired into our biology. You can become more independent, assertive and successful—in business, in your personal relationships, and beyond.

And you can do it while retaining your integrity. Because the "Alpha Man," as we define it, is a new type of Alpha. It is one who is equipped to succeed on every level in the modern world. Think of it as the Alpha Male, Version 2.0: a man who adopts certain traits of his predecessors but is a superior, more well-rounded version.

The Alpha Man isn't arrogant, pushy or oozing with testosterone. He's a man who lives his life with integrity and respect for others, but has a strong, unyielding inner core that propels him to success and enrichment in all areas. This man can be a loving husband and father, a much-admired boss, and a loyal friend, yet he maintains his sense of individualism and charts his own course. He balances the needs of his loved ones with his own goals and personal growth. He leads a rich, full life, yet never stops growing spiritually and intellectually.

And when he encounters challenges and obstacles, he is equipped to handle them in Alpha fashion—using Machiavellian strategy when necessary, particularly in the dog-eat-dog corporate world.

In earlier times, Alphas maintained order within their tribes and led armies on grand conquests. As humans evolved, being an Alpha became less about physical prowess and more about force of personality. But from Genghis Kahn to General Patton, from Steve McQueen to Donald Trump and Tony Soprano, every Alpha Man shares fundamental traits.

Now, it's time for you unlock and master those traits as we embark on this journey. If you're willing to be the man you were born to be—to live a life without limits or regrets—read on. We won't be pulling any punches.

Your Wingman,

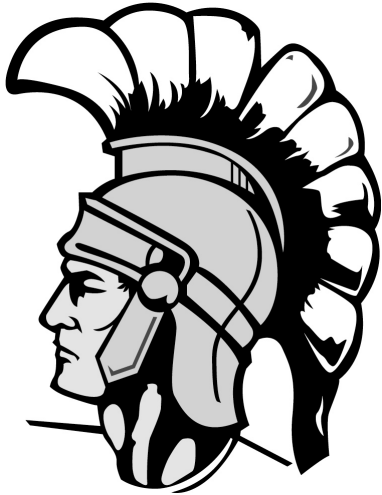
Dean Cortez

P.S. Be sure to visit my website, www.macktactics.com. My book M.A.C.K. Tactics is one of the essential books on pickup and seduction, with a special emphasis on mastering your conversation skills with women. We've packaged the best-selling M.A.C.K. Tactics book together with a bunch of amazing, free bonus products, so be sure to check out this cutting-edge program as well.



Introduction From Carlos Xuma...

Ever since I could remember, I always wanted to be good with girls.



This echoes the words that open the kick-ass film “Goodfellas,” as spoken by Ray Liotta’s character, Henry Hill. I had my first crush somewhere around 5 or 6 years old, and I’ve loved women ever since.

Indeed, I’ve also been a student of human nature ever since I can remember.

Over the years, I developed a gift for perceiving the subtle hints of body language, facial expressions, and vocal tone changes that show there are things going on in human interactions that belie our superficial words. I came to realize that we aren’t always saying what we mean, and how this is often doubly true for women.

I was eager to understand women and how I could become more attractive to them. But I found that in my dealings with women, I was often seeking logical answers to emotional predicaments. I was approaching it from the wrong angle.

When trying to meet women and build connections with them, “logic” really has nothing to do with it. You see, there are two ways of looking at something; one is the way we wish it to be, and the other is the way it actually is. Attraction with women is never created the way we wish. We must let go of our “rational thinking” to embrace the emotional logic that is femininity.

Now there’s something else you should know about me, Carlos Xuma.

I am on a mission. I want to change your life, and the lives of all men who are struggling with our newfound gender crisis.

Noble aspirations, perhaps, but I think it's possible.

You see, men are acting more like women, thinking that is what women want from us. Women are acting more like men, because so few men are willing to “man up” to the role.

When I created my ideal of the Alpha Man so many years ago, I had no idea how much it would be embraced by guys all over the world. I found an audience that wasn't just interested—they were ***rabid*** for more information on this new version of masculinity. Today, thousands of guys attend my seminars and workshops, listen to my Alpha Man CD programs, and keep asking me for more.

When Rob approached me to write this book with him, I realized it was time to give you the essence of the Alpha Man philosophy in a way that you could make a part of your lifestyle. Because if this new belief system does not permeate and *saturate your life*, it's not really a part of you. It'll just be another “fad” or “self-help system” that you never truly implement. And you owe it to yourself for it to be so much more.

I salute you for the journey you're about to take, and I envy the joy of realization that you are about to experience.

Carlos Xuma

San Francisco, CA

ALPHA RULE 1:

MASTER YOUR EMOTIONS

Be the island, not the waves. The Alpha Man provides a safe haven for the women in his life. Be a protector: demonstrate the ability to be a source of physical and emotional security. Women are attracted to stable, secure men and are repelled by neediness and insecurity. Never lose your cool (the James Bond mindset). Self-control is a hallmark of the Alpha Man. Deflect the traps and games that women will often try to engage you in as a means of "testing" you. Mastering one's emotions begins with confidence and clarity of purpose.



Life is funny. Just when you think you've got the hang of it, you get thrown a curveball. Sometimes that curveball slams you right in the nuts. These unexpected events in our lives, whether positive or negative—and they're always positive to the Alpha Man that knows how to leverage them—can permanently change the belief systems we've held for years.

Something that all Alpha Men learn is how to manage their own emotional state, so that no blow ever knocks them off course. Specifically, they know how to manage the Twin Demons: **Pain and Fear**.

These evil brothers work together to hold you back from achieving your full masculine potential. They can also wreak havoc on your game with women. First, your own heightened sensitivity to potential pain makes you more wary and alert with fear. And then after a while, you even begin to fear *the possibility of feeling fear*. Talk about debilitating and crippling! You avoid the things in life that could bring you the most happiness and satisfaction just because of the *perceived* penalties of risk you're carrying around in your head.

Here's an example of this distorted mental state:

You're sitting in the bar with your beer in hand, and you see two women talking. You're pretty sure you haven't seen any other guys near them, and you find one of them absolutely stunning.

Right now you are immersed in your comfort zone. This zone is a bubble of protection that you create around yourself that allows you to experience life with a minimal level of anxiety.

We're going to teach you how to gradually expand your comfort zone, to allow you to experience life completely and fully. Most people are desperately trying to keep their small bubble of comfort intact, not

realizing that comfort is really just a neutral state between pain and pleasure.

PAIN ← -----COMFORT -----→ PLEASURE

By protecting and holding yourself in this imagined “comfort bubble” (which is an illusion, since all emotional states are created from *within* your mind, not outside), you are depriving yourself of the experiences that will give you true happiness and fulfillment. Staying within the comfort zone may feel like a *safe* way to go through life, but you’re not going to experience the highs that truly make it worth living.

There’s a saying we want you to write down on a card and look at every day for the next 4 weeks:

Anything worth doing in life will NOT be easy.

This is one of those truths that the lazy try to circumvent, through get-rich-quick-schemes or delusions of “fast seductions.” I’m reminded of another saying that is related to this one:

Everyone wants to go to Heaven, but nobody wants to die.

Again, we want the rewards, without having to pay the price.

Men who have accomplished anything worthwhile in life understand that NOTHING of any real value comes quickly and easily. If it does, that’s the first indication that it’s not what you are really looking for—or what you really need. When you obtain it, you’ll feel that same aching sense of emptiness inside. You will be abandoning your Alpha destiny for a quick validation of your ego, with no lasting benefits.

The need to be challenged, and work for what we desire, is an inherent part of being a man. It’s what drives us to achieve and excel, rather than just take what’s given to us. This is why many guys find themselves in a strange funk when they hook up with a girl that is below their level of taste. She may be the sweetest girl around, but he’ll soon find his eye wandering for the next conquest. The best woman for any man is one

that provides *challenges*. Not to say she's constantly making demands on you, or needing to be pleased; it simply means she inspires you to achieve more in your life and better yourself.

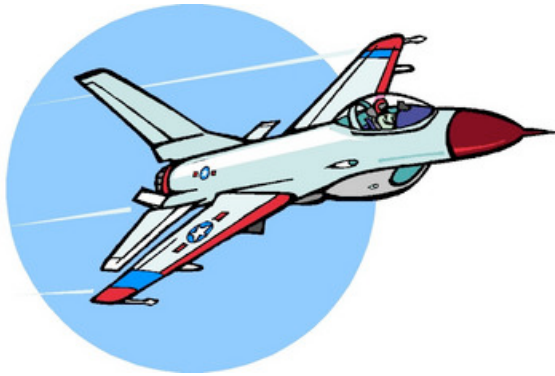
Remember that kid in high school whose parents gave him a sports car for his birthday? Do you remember how he treated it? He probably didn't care for it properly, and eventually he wound up wrecking it.

This is because he had no *investment* in it. The car was given to him, so he never learned how to appreciate it.

By challenging ourselves, we implement this investment principle. Without having to rise to challenges, you will wind up leading a life of constant wandering and disillusionment.

Now that you understand this key motivational rule, let's explain a concept that we want you to implement in your daily life from this point forward.

The Law of Incremental Growth



Everything grows best in steady, small increments. A top fighter pilot will reach a certain point where he may only gain a .04% increase in his abilities each year that he trains in simulators and learns complicated aerial maneuvers. But that miniscule amount of improvement is worth

the effort, if he wants to achieve real dominance in his field. Arnold Schwarzenegger once said it was the extra one or two repetitions he put into each set that enabled him to stay on top of the bodybuilding world.

Right now, your incremental improvements will be much more significant when you venture outside your comfort zone and expand your experience of life. Push the envelope!

How alive are you willing to be?

So how do you start expanding your comfort zone? Here's what we advise: start doing one thing every day that's outside your current level of comfort. For example, make eye contact with a beautiful woman on the street for just a little bit longer than you normally would. Smile, and see if you can get a smile in return. Or start a conversation with a girl you've had your eye on for a while. It could be at your workplace, at the gym, or perhaps she's a waitress at a restaurant you've been to.

Don't burden yourself with lofty expectations. If you're a shy person by nature, don't worry about trying to get phone numbers or line up dates. All you're looking to do is introduce yourself to some new women, and have some brief, friendly conversations. *That's all.*

Remember that your growth is a very personal experience. Your comfort zone—as it pertains to women, your finances, your career, and every other area in which you'd like to grow—differs from every other guy out there. Don't get caught in the comparison game, where you start to unfairly and unrealistically rate yourself against guys who are at a different place on their path of growth. You only have to take care of *your own* situation at this point.

(And when it comes to meeting women, you shy guys should take heart: the guys who are “approach machines,” fearlessly striking up conversations with any woman who catches their eye, usually have other areas of their lives in which they are total chickens.)

Think about it: **everything** was once outside your comfort zone. The act of walking was once a very difficult skill for you to acquire. But when you were a baby, you had no concept of “failure” or “peer pressure” or “walking anxiety.” You just knew that the cool stuff up on the coffee table was worth the effort to stand up to reach, and then you realized that walking made a heck of a lot more sense than crawling around on all fours. You persisted, and before you knew it—Presto! You were a walker, not a crawler. And later on, you learned how to run.

The Marines have a saying:

Pain is the sensation of weakness leaving your body.

This is a very powerful “re-framing” of a belief that is designed to help Marines push forward despite pain. You must become your own “spin doctor.” If you’ve held certain beliefs about yourself, the world and women that have been holding you back, it’s time for you to re-engineer those beliefs so that they suit your goals instead of limiting you. When you learn how to change limiting beliefs in this way, and transform them into rocket fuel for growth and power, you’ll have embraced the essence of the Alpha Lifestyle.



Pushing the Boundaries

What you’re doing here is conditioning your nervous system for growth. You must learn to make the uncomfortable *comfortable*. Accept that the only way to live your life fully is to venture out into the unknown. There is no such thing as absolute security

in this world, and there never has been; you could be hit by a truck tomorrow, or fall victim to a thousand other freak accidents, but you still leave your house each day in a cocoon of your own imagined comfort. Security is simply a state of mind.

Expanding your comfort zone is going to feel uncomfortable at first, but in time it will become your new state of normalcy. If you’ve ever made the commitment to get into shape, you remember the aches and pains you felt at first—but after several weeks of working out, it felt uncomfortable to *not* adhere to your workout schedule. You’d feel lousy and disappointed in yourself if you skipped a few workouts. The same applies to interacting with women. Once you’ve reached the point where you *love* the challenge of meeting women, flirting, and winning them over, it’s no longer going to feel comfortable for you to sit there drinking with your buddies, watching the girls from a distance.

As you expand your comfort zone, situations that once felt intensely uncomfortable to you begin to feel natural and unthreatening. This is key, because you must always project the sense that you are comfortable with yourself, that you are secure in who you are and what you have to offer women. This aura of “personal comfort” is like a force field that surrounds you. If you’re edgy and anxious, women will be repelled by it; if you’re emotionally secure, women will want to stay behind your force field and enjoy its protection.

Remember, *any* fear you confront will diminish your dread of it. This is guaranteed. And the effect is exponential over time; the more fears that you attack head-on, the easier they become to destroy. Until you do, you’ll be stuck on the wrong side of the “dread barrier,” and that force field we just mentioned will repel women rather than attract them. You must always feel IN your own comfort zone when you’re with a woman. **You** control your world, and she needs to feel safe and secure around you.

* * * * *

Carlos Says...

I started on this path a long time ago by listening to sales motivation tapes, which introduced to some of the success principles that you will find here. I distinctly remember the feeling of facing certain fears of mine, and the incredibly strong temptation to give up and retreat back into my comfort zone. After all, it’s so *very* comfortable in there.

The key, for me, was to force myself to get off my ass and start taking action. I also constantly reminded myself of the penalties that would come with *not* taking action. I had to look inside of myself and realize that staying the same, not changing, not growing, was really not “comfortable” at all.

Once you realize that your level of “comfort” right now is really an illusion, you’ll find it easier to act, as I did. This was the key to my

decision to never quit. (And believe me, when I began this process, I thought about quitting at the start of every day.)

Kieran, a student of mine, told me of a similar story. He had spent thousands of dollars on trendy therapies and New-age solutions to resolve the most common problem of men: low self-confidence and self-esteem. What he ended up realizing was that it wasn't really confidence that he lacked—it was the *persistence to keep taking action*. He found that he was happiest and most successful when he was chipping away at his goals. It was simply a matter of keeping up the forward momentum.

"It hit me like a bolt out of the blue," he told me. "I was waiting for happiness and peace to just happen, but it was something I created through my own *forward motion*. I found I could no longer be happy being a quitter and doing nothing, and that's when I started getting the women and the success I wanted. I got motivated **and** I got the happiness I was looking for."

* * * * *

Limited Time, Maximum Fulfillment

There's a quote on the show "The Sopranos" that stuck with us. It went something like this: "A man has good times and some really bad times in his life. And in the end, he just tries to find his pleasures where he can."

The ultimate common denominator among human beings is that we've only got a fixed number of years here on this planet. As for how much time you've got left, you won't know for sure until the Grim Reaper comes to pay your check and hail your Eternal Cab. In reality, no one really knows how much time you'll get here, or what happens afterwards.

For the sake of our discussion, we're going to guess you're somewhere between 20 and 40 years of age. Assuming you're fairly healthy, that means you have about 40 to 60 years left to go. So, knowing that you've only got a fixed amount of time here, and you'll eventually die just like

everyone else, the question becomes: How will you **choose** to spend your time?

Make no mistake: this is a choice, and in the end, it's the only one that counts. You must allow no one to dictate how YOU are going to spend your limited time on this earth.

The problem is, most of us don't consciously acknowledge that there is this final, ultimate deadline looming in the distance. It's just too scary and depressing to consider. Yet it's the inevitability of death that gives life its meaning. Re-frame your beliefs about your own mortality, and it should empower you with the ultimate motivation to maximize your days on this earth.

The Dread Factor

As human beings, unlike any other creature on earth, we have the gift (and curse) of being able to contemplate our own mortality. If we do spend any time considering the idea of death, there's one thing we do know: when the Grim Reaper comes, we want him to get it over with quickly.

"We dread anything that poses a greater risk for cancer more than the things that [might] injure us in a traditional way, like an auto crash," says Paul Slovic, professor of psychology at the University of Oregon. "That's the dread factor."

"The dread factor" means the more we dread something, the more anxious we get. And the more anxious we get, the less precisely we calculate the odds of a particular event actually happening to us. The term for this is "*Probability Neglect*."

Now let's tie this concept into dating. For a lot of guys, the anxiety and dread in their lives manifests itself in the way they interact—or fail to interact—with women. Why do so many men stand there with their hands in their pockets, paralyzed with indecision, when all they really want to do is walk up that blonde and start a conversation?

What would the worst possible outcome be? That she gives you a dismissive glance, and ignores you? Sure, this is a possibility, but it's not likely. Yet the more anxious you are about the approach, and the more you dread that outcome, the more likely you believe it is to happen. The true "odds" of this random girl being completely stuck-up, and blowing you off in humiliating fashion, might be 1 in 10. But because of the dread factor, you might be telling yourself you've only got a 50-50 chance of even getting a "hello" out of her.

Why can't we just let go of this fear and get past it?

There are two reasons for this. The first reason is because of *uncertainty*. There is a sense of uncertainty in every interaction with a woman, and an element of risk. When the average guy approaches a woman, he feels like he's putting his self-worth on the line. He's presenting himself to be evaluated, and she's either going to accept him or reject him. Most guys never get used to the risk of getting their egos bruised. They've built up an incredible amount of DREAD around this one event—the approach—even though in reality, this action has no real consequences beyond that which we imagine.

The sense of risk and uncertainty we feel is due, in large part, to the fact that most guys don't figure out **A)** a comfortable way to start the conversation, and **B)** a comfortable way to end it. If you were to have both of these factors already mapped out in your mind (we call them "bookends"), you wouldn't dread running out of steam in mid-conversation. You'd have a comfortable exit strategy. You wouldn't fear making the approach nearly as much, because it would present a minimal level of risk and uncertainty.

In later chapters, we're going to show you how to do a whole lot more than just generate and end a conversation. We're explain strategies and techniques for every step in between. For now, just plant this seed in your mind:

You can handle ANY situation if you can manage the uncertainty of it to a minimal level.

Now, back to our point about life and how temporary it all is. The reality is this: you're probably not going to die anytime soon. The odds just aren't there. So it's very likely you've got a good chunk of time on your hands.

So if you live for even *30 more years*, do you want to spend them **not** knowing how to approach and attract women?

If you don't meet women, you can't date them. It's simple logic. Do you want to continue as you are? Blinded by ego? Crippled by your mental blind spots? Telling yourself that you don't have what it takes?

Or, are you prepared to make the next 40-60 years of your life into something incredible and inspiring to others? Are you prepared to fill these years with awesome memories and experiences with women, rather than regrets?

Make the resolution right now that you will not miss out on the opportunity to live your life the way you choose to. If your love life has been lacking up to this point, then learning how to succeed with women, and being with the caliber of women you *deserve*, is going to be a huge part of his resolution. The Alpha Rules are going to show you how to turn this resolution into reality.

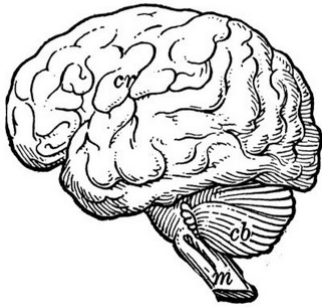
We can guarantee you're been ruled by fear in a few areas of your own life. You might not think of it as "choosing" to live in fear, but by not taking **action** to re-frame your limiting beliefs and expand your comfort zone, you've chosen this setting by default.

Be The Island, Not the Waves

One of the hallmarks of maturity is the ability to understand and control one's emotions. In fact, in recent years, one's "E.Q."—Emotional Quotient (like your I.Q., only it measures your emotional intelligence)—has been recognized as a much more likely predictor of your success in life. In scientific research, they've discovered that your ability to manage and direct your emotions is one of the critical determinants of your overall satisfaction with life. This is why most men experience the most

financial success and happiness after the age of fifty, because by this point they've learned to master their impulses. This leads them to make smarter decisions.

Brain Power



Your brain is made up of three distinct layers: hypothalamus, mammalian limbic system, and the neocortex.

The hypothalamus—or “Reptilian brain”—is the part of you that responds in all the primal, animalistic ways: fight or flight, eating, sexual drive, self-preservation, etc. The mammalian limbic system is the one that houses your emotional elements, such as love, fear, anger, etc. And the neocortex, the biggest lump of your brain, is in charge of the “higher thinking,” philosophy and rational thought.

It's this neocortex that is responsible for making the other parts play nice in your skull, and exercising a bit of control over your baser urges. Unfortunately, not many of us have been educated in the fine art of self-control. We learn a lot of higher brain functions, but most of us don't properly manage the gray areas of our gray matter (emotions, primal urges, and the other nasty stuff). **We lack emotional control.**

Having this control is essential to being successful in your romantic life, because women will rely on you for it. Most women, by nature, simply do not have it. Other women only acquire emotional control after many years of experience with men—and even then, it's a bit hazy as to whether they're ever very successful at it.

You must be the steady shoreline to her turbulent waves of emotion. Most guys make the mistake of getting caught up in a woman's emotions rather than learning how to “surf” them when she's stormy, and be the firm resistance against her lesser emotional cycles.

As an Alpha Man, there are two skills you must master in regards to emotional control: being the Surfer, and being the Shoreline.

To be the “Surfer” of a woman’s state, you must recognize that it doesn’t serve you to get caught up in her emotional turbulence. A woman will do her best to pull you into her emotional state, because that’s all she can see. Her emotions blind her to the reality of a stressful or upsetting situation. We’re not just talking PMS here. She may get extremely agitated over an issue you see as being trivial, and she will do her damndest to get you involved.

Consider the following conversation:

LITA: “I just heard my uncle is in the hospital. It sounds like he’s really sick.”

JOHN: “I’m sorry to hear about that, honey. How’s your aunt handling it? You should call her.”

LITA: “Didn’t you hear me? I just said he was *sick*. It’s got nothing to do with *her*. My God, he could die soon!” (The tears start flowing.)

JOHN: “Don’t take it out on me! I’m just trying to help, that’s all.”

LITA: “Oh, never mind. Why do I bother...”

Now, here’s the more emotionally intelligent Alpha method of handling the situation:

LITA: “I just heard that my uncle is in the hospital. It sounds like he’s really sick.”

ALPHA: “I’m sorry to hear about that, honey. How’s your Aunt handling it?”

LITA: “Didn’t you hear me? I just said he was *sick*. It’s got nothing to do with *her*. My God, he could die soon!” (Cue the tears.)

ALPHA: (Nods with sympathy) “I’m so sorry.” He hugs her. “How are *you* doing?”

LITA: “I’m really upset, but I’ll be okay. I suppose I should call my aunt to see how she’s doing...”

ALPHA: “That’s a good idea. I’ll be here if you need me.”

Do you see the subtle but *huge* difference in how these situations were handled?

The big rule about emotions is this: **NEVER** react to a woman's emotions with your own emotions.

Reaction is a place of weakness and no self-control. Women pick up on this and sense it. When you start reacting, she starts acting more emotional because she's not getting what she really needs from a man: **consistency**. You must be someone that she can feel safe expressing herself around, whom she knows will provide a stable point of reference for her own feelings. When the Alpha Man kept his cool in the second example, Lita was able to reach the same conclusion that John tried to get her to realize. He "surfed" her emotions without reacting to them.

To be the "Shoreline," that steady place for her emotional waves to break, you must be **confident**. Once you understand how a woman works, and your best strategies to manage the situations she will throw at you, you will find new levels confidence and resolve. You will not give in to a woman's emotional pressure, no matter how inexplicable her behavior might seem.

Here's another example:

LITA: "I might be a little late getting to the movie tonight. I've got a nail appointment at 6:00."

JOHN: "Well, it starts at 7:00. That's cutting it kind of close. Do you want to go see a later show?"

LITA: "Yeah, sure. That might be better. What else is playing?"

JOHN: "There's that new movie with Bruce Willis..."

LITA: "I saw the commercial, it looks kinda stupid."

JOHN: "Well, there's that new comedy with Jack Black..."

LITA: (Looking decidedly uninterested) "Yeah, I guess..."

Compare that scenario with this one:

LITA: "I might be a little late getting to the movie tonight. I've got a nail appointment at 6:00."

ALPHA: "Well, the show starts at 7:00. That's cutting it kind of close."
(He waits out the silence.)

LITA: "I know, but I don't think I can make it any earlier."

ALPHA: "I'm really set on seeing that movie, so it would probably be a good idea to reschedule your nail appointment. We've had this movie night planned since the weekend."

LITA: "Yeah... I suppose I could." (Her tone is a little pouty and bummed out.)

ALPHA: "I don't have another night this week that I can go see this, but if you'd rather spend the evening with your manicurist, I'll find someone else to come along."

LITA: "No, don't do that. I can reschedule the appointment. There should be slots open on Friday."

ALPHA: "Good call. I'll see you at 6:30."

Do you see the difference here?

Give Lita an inch of string, and she'll take a yard. In the first example, the fact that John *didn't* put up any resistance to her sudden change of plans is what triggered her emotional reaction and put her in a lousy mood. He thought he was just being accommodating to her schedule, but Lisa's female instincts were telling her: "Why is he letting me get away with this? *I wish he would show some backbone.*"

A woman needs to know that her man can make a decision and has the strength to stick with it. How safe can a woman really feel in a relationship, if she thinks *her* emotional currents are going to rule every decision?

Note that the Alpha Man was not moved by Lita's emotional waves. He was steadfast in his resolve, which told Lita she could now feel better about changing her appointment rather than losing out on the opportunity of being with him. Lita also recognized the fact that she was dealing with a man who refused to play the pushover. As a result, her attraction to him was *increased*.

What it all boils down to in an Alpha Man's life is one thing:
CERTAINTY.

An Alpha Man *knows* where he's going. He *knows* what he wants from life. He *knows* what his goals are. He *knows* what he will and will not accept from women. He *knows* that he is a force to be reckoned with.

This attitude sets him apart from most other guys, who rarely have any plans beyond next weekend.

So how does a man go about gaining that *certainty* he needs?

We recommend this:

Take out a sheet of paper, or fire up your word processing program (yes, right *now*), and write down your 10 core values. These can be anything from “I am a kind, compassionate person,” to “I will never betray my friends,” to “I will never be with a woman who mistreats or disrespects me.” Treat these as rules as your personal “code of conduct” from now on, and do not deviate from them. This will help create a sense of certainty about who you are and what you stand for.

Feel free to take this list past 10 if you need to. (In fact, a great deal of self-discovery will often occur once you go past the first ten values you can think of. Push yourself into discomfort and you’ll find more realization and discovery.)

When you’re done with this list, make a second list of the essential traits for the woman you want in your life. Don’t just list the physical traits, because the honest truth is that in 30 or 40 years, most women will look about the same. What will *keep* you with a woman is her personality and her disposition. What are her values? Will she be flexible, or will she give you grief over every little point of contention?

When you’ve completed these two exercises you’ll have done something that less than 2% of all men ever do: you’ll have stated **WHO YOU ARE** and **WHAT YOU WANT**. You’ll have drawn a line in the sand between the old Beta Guy you once were, and the awesome Alpha Man you are about to become. You’ll find that a powerful side effect will happen as a result: by setting these values down in writing, and using them as your personal guidelines from now on, you’ll make yourself a lot more attractive. Maybe not to every woman, but to the ones that count.

DO IT NOW:

- Create your list of values
- Begin to observe your own levels of fear and dread, and ***manage them***
- Observe conversations between men and women, and see where guys are reactive rather than consistent and certain
- Accept that you've got a limited amount of time here, and all you have is yourself to work on
- Create a list of 10 things that you'd rather not deal with, even though you know should. (Asking a girl out, going to the gym, starting a new project, repairing your house, etc.) Tackle one item on the list each day for the rest of the week.

ALPHA RULE 2:

MASTER THE ART OF ATTRACTION

Elicit attraction, not affection; don't just be a "friend" to women, be sexually desirable first and foremost. This relates to knowing how to escalate the relationship, while you remain secure in your sexuality and masculinity. Often, the women who are most resistant to men are the ones who wish a man would sweep them off their feet and seduce them. The Alpha Man understands how to do so, by using the Rules of Attraction to his advantage.



We recently saw a joke news story headline that said: “**Chicago Man may have lied in online profile about liking sunsets and long walks on the beach.**”

This was funny to us on several levels, but mostly because it says so much about how men misunderstand the rules of attraction. Most every guy thinks that if he *says* the things a woman

wants to hear, she’ll be attracted to him. Browse an online dating site and read some of the guys’ profiles, and you’ll see what we mean. Or, the next time you’re at a bar or a nightclub, just eavesdrop on some conversations between men and the women they’re trying to connect with.

For a lot of guys, their “game” consists of saying things they believe will make them more attractive in the eyes of women. But they’re conversing on all the wrong subjects, and making *their* attraction to the woman all too obvious. Then, if she grants him the opportunity to spend time with her some other day, he picks up right where he left off.

Hollywood romantic comedies have led us to believe that if a man just tries hard enough, humiliates himself enough, and jumps through every hoop a woman puts in front of him, that he’ll win her heart in the end. We’re shown that the biggest dork in high school can wind up with the cheerleader if he perseveres and bends over backwards to prove his adoration. But if there’s one rule we want you to understand from this book it’s this:

There is no demonstration of your feelings that will *create* the same feelings in another person.

In other words, women don’t care about how *you* feel until they feel the same way *about you*. Your attraction and eager shows of interest do not create attraction in her. In fact, it’s quite the opposite.

Have you ever had a woman that you thought wasn't very attractive show how much she liked you, and then not take the hint that you're clearly not into her? It's awkward and uncomfortable, and it actually makes you want to avoid her. That woman's interest in you did not make you want her, no more than your demonstrating interest (through gifts, cute emails, compliments, etc.) will make another woman want *you*.

One of the most important skills you will need to acquire in order to attract women—and one of the crucial steps along your path to becoming an Alpha Man—is understanding how attraction and sexual desire really work with women.

It's a common misconception among a great many men today that the following ingredients are needed to attract a woman:

- Romantic gestures, such as giving gifts, leaving messages and notes of affection, etc. (trying to meet the media image of the “romantic guy”)
- Demonstrations of “provider” capacity (displaying or bragging about your wealth)
- Frequent compliments about her appearance
- Spending as much time as possible with her so that she becomes your “best friend”

The fact is, any effort you make to impress a woman with your interest may flatter her. She may think it's “sweet.” But it will **not** create the *feelings of attraction* within her that are necessary to seduce her.

The other great myth about attraction is that women are either instantly attracted or not attracted to men based solely on their looks. Let's be honest: if a guy is a dead ringer for Brad Pitt, a lot of women are going to lower their defenses. During the first conversation, they might forgive him for being shallow or dull or self-centered. They'll give him more leeway than they would give an average-looking guy.

But you'd be surprised how many men who've been blessed with good looks are unable to stimulate deep attraction in women. They wind up struggling just like most other guys. They're impressive to women at first glance, and their looks—combined with a little bit of game—might get them phone numbers or one-night stands. But no matter how “hot” a guy is, if he's clueless about the Rules of Attraction, one of two things is going to consistently happen to him:

- Women eventually lose interest in him, because their subconscious tells them that he is not an Alpha Man. He might be good for a short-term fling, but he is not a suitable long-term partner. So they leave him and continue on their search for a guy who exhibits *true* Alpha qualities, who makes them feel that deep, undeniable attraction we've been talking about.
- He winds up getting a girlfriend or wife, but she is all wrong for him. Because he is not an Alpha Man, he doesn't have the insight into women—and *himself*—that would enable him to find, attract and build a relationship with the right woman.

On the other hand, we've all known a guy whom women seem to find irresistible, even though he isn't super handsome. He's a “Natural,” as if he sprang out of the womb knowing exactly how to seduce the pants off of females.

The reason he succeeds is that he applies certain rules of attraction. If you were to ask this Natural what his “secret” is, he probably couldn't articulate any particular strategy. He'd say, “I just be myself!” He interacts with women on an intuitive level; figuring out a few things that work (usually something to do with being exceptionally confident and cocky), and he exploits that to the max—offending a few women in the process, but managing to get laid.

Now it's time for the good news: You can learn the rules of attraction and *become* that “Natural”—the one that makes your friends wonder, “how the hell does he do it?” Except as an Alpha Man, you're going to succeed with women on a much higher level, and without alienating or offending anyone. Because while the Naturals have figured out a few

tricks that work with *some* women, the Alpha Man understands **the complete picture**. He doesn't rely on canned approaches, or use a "cocky" attitude on every girl; he adapts his approach and strategy based on the type of girl he's interacting with, and the situation he's in. He also radiates a *sincerity* that other men lack.

There is no shortage of women willing to sleep with an Alpha Man. But more importantly, women are *deeply attracted* to him and interested in pursuing long-term relationships with him.

Being attractive to women, in the Alpha sense of the word, is a process that involves certain steps. They are:

1) Identify a worthy candidate for your attention.

This is where you find a woman that you may be interested in, based on previously determined criteria. It is not simply a woman you saw with a cute ass that you want to meet for quick sex. The Alpha Man has a more specific agenda, which we'll discuss shortly.

2) Approach her.

Yes, you must actually walk up to her and initiate conversation. No, she will not do it herself (unless you're that guy that constantly gets mistaken for Brad Pitt). This is a test of your manhood. If you sit back and talk yourself out of meeting her just because you're afraid of rejection, you will be unable to pass your genetic legacy on to your children with her. You're automatically filtered out of the process of evolution. Sound harsh? You bet it is. That's why you must get past your fears and take the chance to approach and introduce yourself to her. We'll teach you some specific approach methods in later chapters.

3) Build attraction.

One skill that many guys never acquire is the ability to get a woman interested in them, mostly because they have fallen prey to the false belief that women are interested primarily in looks. (They believe this because they think that women think like men. Guess what? They don't.) *Attraction is not a choice for her.* Her

attraction is kickstarted by specific, learnable demonstrations that you present to her, through your behavior.

4) **Qualify her.**

Most women are used to men who are indiscriminate. These are the guys that chat her up for no apparent reason other than the fact that she has a pulse and boobs (that they can't stop staring at). When you show that you have standards—that she has to actually *qualify* and prove herself to be a part of your life—you have immediately separated yourself from the pack. The Alpha of any group does not accept whatever comes his way. He chooses the woman he wants. And by virtue of this attitude, he will probably get her.

5) **Build rapport.**

A woman must feel a sense of connection with you. It's absolutely critical if you want to obtain her trust, which is then imperative if you want to forge a relationship of any kind with her, whether it's strictly sexual or long-term. Rapport is built chiefly through conversational skills. There's none of the cliché chit-chat (i.e. "So do you come here often?"). You're prompting her to talk about herself and share information, and you're guiding the conversation along towards certain topics while avoiding topics that could burst the "romantic bubble" you are creating.

6) **Escalate appropriately or CLOSE for the next escalation.**

This last step is open-ended, and it's where you will find the most opportunity for growth. Escalation means *you* take the initiative and start making this relationship move forward towards sex. The woman needs to feel that you will take the responsibility for this role. If she feels like she's the one making things move forward, she will freak herself out by worrying that she's a slut. Remember, you are either escalating the situation (which also involves the risk of occasional setbacks—never view it as "rejection"), or you're setting up the next time you will meet with her (otherwise known as "closing," such as when you close for her phone number, or line up a date).

Now, let's discuss each of these steps in detail, so you'll know exactly what to do—and when.

Identify a worthy candidate for your attention.

This is where attraction begins. If you haven't determined beforehand what you want and don't want—and what you will accept, and won't accept—you're going to be a lot less attractive to women.

The female “radar” is a finely tuned instrument. They can sense when you aren't picky and are just hoping to find someone to hook up with. If so, they'll be unlikely to connect with you on any level. The Alpha Man projects an aura of knowing what he wants, and not settling for less.

So, first things first. Sit down with a pen and paper—or fingers and keyboard—and get cracking. Make a list of 10 Must Haves (qualities you insist on in a woman), 10 Nice to Haves (qualities that you appreciate, but aren't absolutely necessary), and 10 Deal Breakers (qualities you will not tolerate. Maybe she can be a friend to you, but she's not a dating prospect).

If your goal right now is to play the field, and finding a woman to settle down with isn't your intention, put those thoughts aside for a moment. In your mind, what are the specific qualities that your “dream girl” would possess? If five of the items on your “Must Have” list are going to be physical attributes, base the other five on qualities other than looks.

By making these qualities absolutely clear in your subconscious mind, you're “reprogramming” yourself so that when you meet a woman or begin dating her, you'll know whether she's a worthy candidate for your time and effort. (If you don't know what you want, how are you going to know when you've found her?)

Once you've made these lists, you must now accept that in all likelihood, the best you'll find is someone with 80-85% of your criteria. But if you choose the right qualities, that's all you'll need.

The next thing you must do is find prospective candidates you want to approach or talk to. This isn't very difficult, but we know there are a lot

of guys out there who like to say, *“I can’t find any good women! Where do I go to meet them?”*

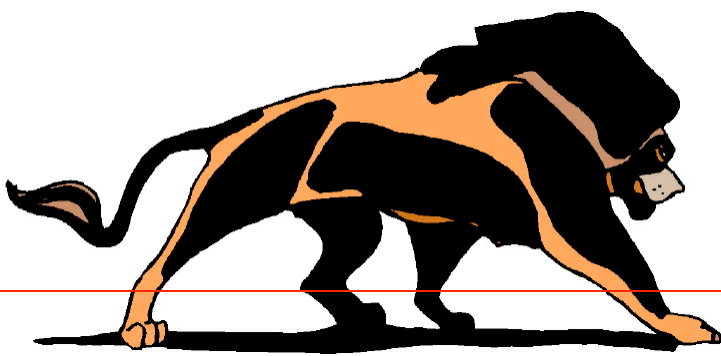
This isn’t really what they mean. Underneath those words, they’re actually saying: *“I see women all around me all day long, but I consider them impossible to meet because that means I have to risk walking up and saying something to them. I want you to point me to a risk-free location where all these women are herded together and waiting to meet a guy like me.”*

There are endless environments that offer limitless opportunities to meet women. The most important thing to remember for now is that every approach—whether it’s sending an email through an online dating service, or stepping to a girl at a nightclub—involves **risk**.

The Alpha Man conditions himself to *enjoy* risk, because with risk comes the possibility of great rewards. He also believes that when it comes to meeting women, there is no such thing as “rejection.” Banish that word from your vocabulary. In virtually every instance in which you approached a woman and failed to achieve the desired result, there was a *better course of action* that you could have taken—as well as a lesson you could have learned. You just weren’t paying close enough attention to the interaction to recognize that lesson.

After reading this book and applying its lessons in the field, you’ll stop fearing rejection and see every interaction with a woman as an opportunity—either to score, or to gain a new nugget of insight or experience that will only make your game stronger.

The Approach



No single action sparks more fear in the heart of men than

this one. In reality, it's not that tough to approach women. Yet some guys would rather listen to the voice in their head—you know, the one that feeds you all those convenient excuses like, "She's probably only into rich guys." "She must have a boyfriend." "She probably doesn't want to be bothered." "I have to leave soon, anyway." Etc.

Here are a few strategies that will help you:

- 1) **Wait only 3 seconds to approach, no more.** If you wait any longer, you're giving yourself an excuse not to do it. Therefore, you probably *won't*. You must reprogram your nervous system to ignore the anxiety and act in spite of it. This may feel uncomfortable and unnatural at first, but so did swimming or riding a bike the first time you tried it. With practice—and some positive results—going into "approach mode" will become second nature to you. That tingle of adrenaline you feel when you spot an attractive woman, and *know* you're going to approach her and open a conversation, is something you'll begin to thrive on, rather than fear.

Also bear in mind, the last thing you want to do is have her notice that you're checking her out, and then you keep glancing at her without making a move. No woman is going to feel comfortable with some guy "lurking" on her perimeter; it creeps them out. When you're looking at a woman and she looks over and makes eye contact with you, and she's not giving off any obvious signals that she does NOT want to be approached (i.e. she looks upset, angry, etc.), then it's time to man up and go start the interaction.

- 2) Walk up to her and just say one thing: "Hi, I just had to let you know that you have a great energy about you. What's your name?"

There are all kinds of openers to use, and we'll go into more detail later. This is an example of a simple, direct one. Don't get too clever. Pickup lines are a crutch, and they don't work. Even the indirect lines that guys use, like "Hey, do you have the time?" often fail miserably because the woman knows what you're doing. These types of line are not only ineffective, they're completely unoriginal. As we'll explain, simply *being original* is one of the

most effective ways to start a conversation and engage a woman's attention.

The direct opener we mentioned above doesn't sound corny, cheesy or phony. It sounds authentic. A beautiful woman is going to tune out if you try to tell her how gorgeous she is, but what woman doesn't want to be told she has a "great energy?" When you convey the sense that you're an authentic person, she'll lower the barriers that shut out 9 out of 10 men who approach her, exuding desperation or anxiety. Now, once you've "opened" the conversation, we're going to show you how to create a rapid, genuine connection.

Build Attraction



Okay, now we're at a critical juncture. If you start trying to "make friends" with her after you meet her, you're probably going to lose her interest, or she'll just categorize you as a friend and nothing more. (This translates into "guy she will never sleep with, even if you get her drunk.")

What you need to do now is raise the energy level of the interaction to a point that will get her *more* invested in the conversation, and experiencing a maximum amount of **fun**.

This is what it's all about. You remember that Cyndi Lauper song, "Girls Just Want to Have Fun?" Wrapped up in that three-minute pop tune from the 80s is a truth that most guys will never grasp. If there's one thing you must focus on in the first few minutes of meeting a woman, it's that she is tuned into one core area: how much *fun* would this guy be if I went out on a date with him?

If you pass the "Fun Test," you're in. If you don't feel like fun, she'll:

- Give you a fake number
- Give you a real number, but never answer it when it rings
- Give you a real number, but she never returns your calls, hoping you'll get the hint
- Answer the phone, talk to you, agree to another date, and then flake out.

What she will NOT do is tell you that she doesn't find you fun, and therefore doesn't want to hang out with you. So let's stop with the whining and lamenting about "why don't women just tell you when they're not interested?" You wouldn't do that to a woman, so why expect her to be that blunt with you? This is a game women play, at least the somewhat gracious ones: let the guy save face and retain some dignity, while she's hoping you are socially aware enough to take the hint. Don't hold it against her. She's actually trying to be nice and spare your ego from further bruising.

She's also sending you an important hint: in the future, you need to be more tuned into raising the energy level, making her *have fun*, and building attraction.

So how do you accomplish these three things?

First, *tease* her. Note that we did not say "make fun of her" or "insult" her. You must be aware of the difference.

Teasing is good-spirited fun, and has no malicious edge to it.

Examples:

"Oh, you're probably one of those women who can hit the snooze bar on an alarm clock with deadly accuracy, huh?"

"Well, I like your new purse, but it's so darn small I'm wondering if you could fit anything more than your cell phone and a single Altoid in it."

"If you take those shoes off, I bet you're like four feet tall, huh?"

Those examples would all be delivered in a way that says, “I’m just kidding around with you.”

Negs Vs. Teases

Negs are harsher statements that are designed to knock a girl down a peg—especially a chick who is hot, and knows it—and make her think you’re not impressed by her. At one point the neg became extremely popular within the “seduction community” (consisting of numerous self-proclaimed gurus, with their own followings on the Internet), with would-be seducers posting on message boards about the various negs they’ve used on women.

One Internet poster boasted how he walked up to a “10” and said, “Hey, I like your outfit. If your shoes matched, it would be perfect.” (Another variation on this line, a bit more subtle: check out her clothes and say, “Hey, that’s funny...I just saw a girl here wearing the exact same outfit.”)

Not surprisingly, these stories almost never end well. These guys simply get off on the fact that they were able to walk up to a hot girl, throw out an insult, and let her know she’s not “all that.” But if it results in her thinking you’re an obnoxious dweeb—or hurling a drink in your face—who’s the one looking foolish?

The idea behind the neg has merit; it’s the same reason why teasing works. If you demonstrate that you’re difficult to impress and make her feel slightly self-conscious—without being offensive—you’ll make her more open to your advances. But negs have been misused and overused by guys. The social finesse required to pull it off is very hard to calibrate when you first walk up to a girl.

Some negs we’ve heard guys use that met with disastrous results:

“Your dress looks like something I found in the Salvation Army dumpster last week.”

“You have a nice smile, but I think you should look into those new clear braces for your front teeth.”

“Did you fart?”

Yes, we've actually heard these things said to women.

These are too abrasive and harsh to use in the early part of meeting someone. You might get away with slightly harsher teases later on, if you are attuned to her and her state (and she enjoys your sense of humor), but at first you should stick to light teasing to jack up the energy of the conversation.

A subtle, well-timed tease is always more effective than an abrupt neg. For instance, if you mention some cool bar you like, or a movie or a band you're into—and she has no idea about it—act surprised and say, "Wow, I can't believe you don't know about that. You have to keep up on these things if you're going to hang out with a guy like me."

Or, you might say (teasingly), "Oh my God. You've never seen *Goodfellas*? It's one of the greatest films of all time. I have to be honest, Lisa, I'm having second thoughts...I don't know if this relationship is going to work out."

Of course, you smile when you say this...and then you have to move the conversation to a fun subject that gets her feeling good. An effective tease will make her want to impress you—to demonstrate that she's good enough for you. If you make her feel a little self-conscious about the fact that she's clueless about something (movies, music, current events), she'll want to prove that she *does* know things. This can be especially effective with hot women, who believe most guys take them for bimbos.

But here's the critical point. She will only care about proving this to you if you've established yourself as a person *worth impressing*. A neg, on its own, isn't enough. The main problem with most guys using "negs" is that they think it's a way to break the ice. Instead, they're sending a contentious message at her before they've had a chance to establish any attraction. Why should she care what some stranger at the bar thinks about her in the first place? *You have to be a source of credibility for her to care*, and that requires that she must place some value on your opinion of her first.

One "tease" that can be quite effective, once you've begun the

conversation and established attraction: right after you strike up a conversation with a hot girl, look at her nose (like you're noticing something strange). Rub your own nose and say to her, "you've got something right here." She will reflexively rub her own nose to get rid of whatever you've noticed. Then say, "Okay, it's gone."

This puts the two of you on the same level. You're both human. We all have our little imperfections and things that need to be corrected. Making a High-Status Female feel slightly self-conscious, and letting her know that she's not a flawless goddess in your eyes —while NOT being offensive—can be effective.

Another one you can use: When she cracks a corny joke, or admits to something dorky (she likes a corny movie or band, or admits to some funny personal quirk), laugh along with her and say "Wow, you are SUCH a dork. It's kinda cute though. Let's hear it for dorks... high five!" Now, you've even got some physical touch and established a little connection.

It's all about timing, the inflection of your voice, and keeping things moving along to fun subjects after you throw in a tease. This should all be intuitive and socially calibrated. If you say something canned, be prepared to get canned.

After you've gained some experience in the field with using teases, and you know how to deliver teases that work effectively, you will still occasionally encounter women who are offended by them. This is an indicator that you're dealing with a rigid person who probably takes herself too seriously. Just breathe a sigh of relief; by not grasping the humor of what you said, she ejected herself out of your life before you had to waste any more time on her.

From this point, you can employ a whole arsenal of methods to kick her attraction into higher gear—from various conversational strategies, to techniques such as "cold reading" or reading her palm. We'll discuss some of these methods in Alpha Rule #18, "Seduction Is A Skill Set."

Qualify Her

Okay, now that she's responding to you—based on your energy level, your enthusiasm, and perhaps a slight tease or two—it's time to drive the attraction up even further (as well as determine where you stand in her mind) by making sure she understands you have standards. You must qualify her interest.

How do you do this? Simple: Use either qualifying statements or questions to test her attraction level.

"Jenny, before we go any further with this conversation, I should tell you: there's no way I could ever marry a woman who doesn't know how to cook." (Or doesn't rollerblade, doesn't ski, doesn't have a sense of humor, etc.)

Note that when you say this, you have no idea whether she possesses this quality or not—you're just throwing out some bait to see what she does with it, and saying it with a smile. The fact that you're talking about whether she's qualified to be your wife, only a short time after meeting her, is meant to be humorous. But all women want to *believe* they have the right stuff, and are therefore going to have a reaction. This injects an instant spark into the conversation, lifting it above the usual boring small talk. You've thrown down a challenge. How will she respond to your qualifying statement?

She will most likely:

- a) **Qualify herself back:** "I cook! You should taste my lasagna..."
This is good; it shows that she wants to impress you.
- b) **Qualify you back:** "Oh, I have to cook, huh? Well, I need a guy that can change my car's oil. Can you do that?" She's savvy to your game, and wants to keep playing. There could be attraction here, so keep working.
- c) **Flunk herself:** "I can't cook to save my life." Here she makes no attempt to "sell" you on her. She's probably not attracted, or is challenging you back.

d) **Ignore you:** She's probably not that attracted yet. Resume teasing and challenging her.

A qualifying *question* is simply phrasing the same bait, only in the form of a question, and still expressing interest at the same time. "Jenny, you're cute and all, but I can't go any further in our relationship until I know something: Can you cook?"

The result is the same: you're challenging her to prove herself. If she does, she's interested. If she doesn't, don't sweat it: it just means you need to backtrack, and build that attraction.

Build Rapport



When you've established that a woman is interested, and she's into the conversation, you need to establish trust and rapport with her.

A woman has conflicting forces at work within her at all times, and one of these forces cannot be ignored if you are to succeed in seduction. This force is **trust**. You see, a woman will not allow herself to be seduced by you if she does not *trust* you. She has to overcome her built-in natural mistrust of men (and strangers) in order for you to complete your seduction and go to bed with her. But she won't overcome this on her own. She needs your help.

Women have been conditioned since birth (and in evolutionary terms) to mistrust men's intentions. Their mothers told them we were "only after one thing," and their friends reinforced this belief. The most important thing to a young woman is the opinion of her peers, and if they thought she was being sleazy or sluttish, this was enough to completely control her social behavior. This is changing as social and cultural shifts occur, but it is still a part of a woman's wiring.

It's also a part of her genetic disposition to be selective about who she has sex with, because sleeping with a guy has always meant the possibility of a twenty-year obligation raising a child if she got pregnant. We've only had reliable birth control for about the last 150 years, so this

will take some time for her genetic memory to forget.

A lot of guys throw their hands up at the thought of having to gain a woman's trust, knowing that the trust mechanism of a woman takes a long time to build up to sufficient levels.

Thankfully, there are shortcuts. You don't need to spend months (or even weeks) courting a woman to gain her trust. In fact, the one thing you should **not** do is work too hard to try and gain her trust, because this will appear phony and insincere to her, and it will actually lower—not raise—her feelings of trust. (Think about it: the only people who try really hard to get other people to trust them are the people you shouldn't trust!) The primary shortcut is simply showing her that you are attuned to her.

Here are the basic steps towards making her feel attuned and trusting:

- 1) **Active listening.** Nod and maintain eye contact with her. She has to feel that you really hear her. Ask her questions about what she said. If you're in a noisy environment, lean in close so that you don't miss a word. (This also closes the physical gap between the two of you.) Use short phrases to encourage her to keep talking and sharing: "Hmm, that's really interesting." "I can see why you feel that way." "It's interesting that you would say that. Tell me more.")
- 2) **Relax and breathe at the same rate she does.** This will help you fall into mirroring her body language naturally. (Note: Do not try too hard to mirror her body language, as this also looks phony and contrived. Just let it happen naturally; notice her groove, and settle into it.)
- 3) **Find commonalities.** It goes without saying that we trust and want to be around people that are like us. When you discover that you have something in common, you should make sure you expand on it and let her know that it's something that you two both share, such as traveling abroad, or certain types of books, or long distance running. The more you explore this common experience, the better—but don't ramble. She is the one who

should be doing most of the talking and sharing.

- 4) **Get her to realize something on an emotional level.** A very effective way to build rapport with women, and gain their confidence, is helping them come to a decision and motivate them to do something they may be scared of. This is intensely arousing to a woman because it demonstrates leadership ability. If she does start taking action as a result of your motivation, it will bond her to you.

Once you're involved with a woman, you may be able to motivate her to make significant changes and improvements in her life. In the early stages, some simple encouragement is enough to demonstrate that A) you value her and believe in her abilities, and B) if she does get involved with you, you'll be a positive influence in her life.

"Jenny, I think it's admirable that you're thinking about starting your own business. I don't think you should wait—I think you should go for it. I have a feeling you'd be very successful at it."

When she shares one of her goals or ambitions with you, prompt her to keep talking and sharing, and encourage her. Every woman has something she'd rather be doing with her life, or wants to achieve someday. Help her to crystallize it in her mind and encourage her to take action. Whenever you spend time with her from this point forward, this is a subject you can always talk about, and one that puts her in a positive frame of mind.

Next, you must...

Escalate appropriately or close for the next opportunity to escalate.

You must make this meeting go somewhere. Every encounter with a woman, or date, must result in measurable progress. Always have a goal in mind for your next step.

If you've just met this woman for the first time, your goal is always to at least get contact information: a phone number or an email address. Have her call your phone right there so you can be sure she gave you a legitimate number, and have her program your name into her phone so she will see your name when you call.

If you're out on a date, make sure you're progressing towards the next level, whether that's hand-holding or kissing. Remember that attraction is a lot like trying to walk up the "down" escalator. You'll have to put energy in to gain any ground. When you stop and wait, you're actually backsliding.

A woman is always asking herself "Where is this going?" in her head. She needs you to do the Alpha Man's job of leading her forward through her own emotional insecurity and indecision.

Yes, escalation does open you up for the dreaded "rejection," which is why a great many guys will get to a certain point and stop escalating. They feel good at whatever stage they're at, and don't want to risk ruining it for themselves. So instead, they just lose by default.

It happens a million times every night, at bars across the country (and the world). A guy (call him "Mike") meets girl. He buys her a drink and they talk. He feels comfortable; in his mind, he's "in the door" and it can only lead to good things. But the end result is either:

- A) Mike doesn't want to seem too forward, so he doesn't get her phone number. He figures he'll see her again soon at the same bar. He never does.
- B) Mike gets her phone number, but when he calls the next day and leaves her a message, she never calls back. Why? Because 12 or 16 hours after their initial meeting, she is in a totally different emotional state. Last night she was out at the bar, having drinks, in a social mood. *That* was Mike's opportunity to build genuine attraction and either hook up with her that night, or make sure that when he called her, she'd be excited to hear from him.

But at the bar, Mike never went beyond small talk with her. It was average, forgettable chit-chat. When she heard his message on her voicemail, she didn't think "oh cool, it's Mike, I'm glad he called." It was "oh...it's *that guy from the bar*. No thanks."

If she's a good-looking girl, and she wasn't too impressed with Mike, there's no reason for her to call him back and endure an awkward conversation in which he's probably going to ask her out. She can always meet a different guy tonight.

The Alpha Man is the one she *will* call back. Remember to escalate. Drive up her attraction level. If she's been to this bar a dozen times and had conversations with a dozen guys, make sure *you* are the one she feels a genuine connection with. Your phone call is the one she'll return.

Create Attraction, Not Affection

There is a huge difference between a woman who feels attracted to you, and one who feels *affection* for you. A lot of guys make the mistake of thinking affection leads to attraction. He figures that by becoming her close friend and confidant, eventually she'll realize her feelings for him and their friendship will blossom into romance.

The problem is, this almost never happens. It's more likely that he'll wind up being her "shoulder to cry on" as she has sex and bad relationships with other guys. Eventually, she meets "Mr. Right" and no longer has any need for his friendship and support.

We hear this from guys every time we do a seminar: they're frustrated because women love hanging out with them and sharing their problems with them, but they're not getting any sex.

We've known guys who have languished in the "Friend Zone" for *years*. He doesn't want to be her shoulder to cry on every time some other guy does her wrong—he wants to hook up with her! But mentally, she has decided he belongs in the Friend Zone.

At this point, *any* possibilities of hooking up with this guy have been extinguished in her mind. If he summons up his courage one day and

goes for a kiss, or confesses his feelings, she pulls away and rejects him. She's repulsed—in her mind, it's like her own brother just made a move on her!

When we advise guys who are trapped in the Friend Zone, they invariably give the same excuse for not making a move: "I don't want to risk hurting our friendship."

Let's cut the bullshit here. It's not her *friendship* that you fear losing. What you fear is the big rejection—getting officially shot down and knowing it's a lost cause, after all the time and emotion you have invested. It's easier to entertain the fantasy that will never come true, than face the reality that she doesn't want you.

A fundamental Rule of Attraction is to never let it get to this point. Gaining a woman's trust and making her feel comfortable opening up to you is important. But you must sustain *forward momentum*. It's all about escalation. Remember what we said before, about attraction being like walking up a "down" escalator: you're either moving things forward, or you are sliding backwards—either into the Friend Zone, or into total irrelevance.

You don't accomplish this by *telling* her how you feel about her. (As Aristotle said, "He who confesses first, loses.") You make yourself sexually attractive by saying and doing the things that stimulate her romantic interest. The Alpha Man understands how to *trigger* these emotions in women without ever making his intentions obvious.

Also remember, the most precious commodity of all is time. It's the one thing none of us ever get any more of. As an Alpha Man, with a world of sexual opportunities in front of you, you must maintain the mindset that your time is *extremely* valuable. And there is no greater waste of time than spending weeks or months playing the friend role to a woman you're not closing the deal with.

Here are some critical points you must remember in order to maintain forward momentum – away from the Friend Zone and towards the bedroom.

The Friend Zone Vs. The Alpha Zone



The Friend Zone Guy is always available. If she calls him at three in the morning, sobbing because her latest boyfriend cheated on her, he hangs on the phone for an hour. If she calls him on a Saturday night to see if he wants to come out to a bar, he's ready to head there at a moment's notice. If she asks him to help her paint her apartment next Sunday, no problem! *Anything* to spend time with her, even if it leads nowhere.



The Alpha Man has no time for conversations about other men she's been romantically involved with. (For starters, she would never call him at three in the morning, because she knows he is an extremely busy person and needs his sleep.) If she ever starts talking about some jerk who cheated on her or broke her heart, his response is empathetic, but brief: "It sounds like that guy really blew it with you, Jessica. But it's a good thing that you're free and unattached now, because I'm enjoying getting to know you."

Then, he moves the conversation to a more pleasant topic and takes her mind off her ex. He asks her a question about something that will put her in a positive mindset: something going on in her life that she is excited about. The hidden implication of this "topic switch" is that her ex is completely irrelevant and not even worth discussing.

NOTE: Do not make any comments that disparage her ex. Don't say "what a loser," or "I can't believe you would date a creep like that." Bear in mind, she had (or has) strong feelings for him. By insulting her ex, you're insulting her judgment and may cause

her to get defensive.

On the same note, never make negative comments about *your* own ex-girlfriends. This makes you look A) like a callous jerk, or B) like your ex is still weighing on your mind and you haven't gotten over her. If she asks you why you ended your previous relationship, no matter how much of a crazy bitch your ex was, put a positive spin on it: "She's a great person—I guess we just weren't meant to end up with each other."

When a woman calls the Alpha Man to make plans with him, he will rarely agree to it immediately—especially if it's on short notice. There's no way she's going to call him and catch him home alone on a Saturday night, with nothing better to do, eager to accept her invite.

There's nothing wrong necessarily with chilling at home on a Saturday night, but never give the impression that you're "waiting by the phone." If she calls to invite you to join her at a bar, say, "That sounds like a lot of fun. I've got some different options for tonight, but let me see if I can make it over there a little later on. I'll call you, so keep an eye on your phone."

If she calls to see if you can join her for dinner next Thursday, maintain this aura of limited availability: "I've got a busy week, but let me check my schedule because that sounds like a great time. I'll ring you back."

Ideally, as an Alpha Man, you truly are so busy that you'll need to check your schedule and possibly shift some appointments around (perhaps appointments with other girls). Either way, never give women the impression that you've got nothing else going on. This approach has another important benefit: when you *do* grant her your time and hang out with her, it will feel special to her. She won't take your time for granted. For a guy in the Friend Zone, it's common for women to show up late, cancel plans or flake out on him—because they don't respect his time.

The Friend Zone Guy eventually makes the "big confession." After a period of being a "good friend" (another way of saying, "sexually frustrated"), he can't endure the torture any longer and decides to spill

his heart out. He thinks he's making a brave romantic gesture, but he winds up ten times more depressed when she tells him, "But I like you as a friend" or "I don't want to mess up our friendship." (This is just another way of her saying, "I have zero interest in sleeping with you, so forget about it.")

The "heartfelt confession" is always a recipe for humiliation. She's either going to:

- Pity you, and instantly lose respect for you. How can a woman respect a man who has been hiding his feelings out of fear?
- Think you're seriously weird. She's thinking, this guy has been hanging out with me all this time, pretending to be my close friend, and all along he's been dying to get in my pants? Creepy.

Only in the movies do two people simultaneously confess their pent-up lust for each other and then make wild, passionate love. You can be the most loyal friend in the world to her, but if you're not stimulating her on a sexual level, she's never going to view you as anything *but* a friend. We don't care what Hollywood says.

The Alpha Man never confesses his own attraction. If she feels the urge to tell *him* how attracted she is to him, he plays it coy: "I'm really enjoying getting to know you. Let's keep having fun together and see where this goes. No pressure, no expectations, I think that's the best way to begin a relationship."

The Friend Zone Guy is easily rattled. He's never truly at ease around the object of his desire, because he's carrying around pent-up emotions that are threatening to burst out of him. This manifests itself in his lack of poise when he's around her. Because he's always hoping to impress her, he gets frustrated when things don't go exactly his way.

The Alpha Man demonstrates poise at all times. Poise is the key that will get you through many doors with women. Whether you've just struck up a conversation with her, or you're out on a second date with her, know that you are constantly being evaluated. But this shouldn't make you nervous. Instead, you should always be on the lookout for

opportunities to demonstrate what a calm, cool and collected guy you are. While the average guy fumbles and falters whenever things don't go exactly according to plan, the Alpha Man always shows poise.

For instance, we've all been in situations where we've had to wait in line for something. No one likes to wait in line. It's easy to start bitching and complaining. Some guys, if they're waiting to get into a nightclub or restaurant, will start hassling the staff and cause a scene. They might think they're being assertive, that they're showing they're too "important" to bother with a long wait. But all they're really doing is calling attention to the fact that they're impatient and rude. And impatience is a major turn-off to women.

Next time you find yourself waiting in line with a date, don't complain to her and create negative energy. Spin it into a positive. Tell her, "Normally, I might get impatient at having to wait in this line. But with you keeping me company, I'm in no hurry."

Watch that put a smile on her face. Instead of showing weakness (in the form of impatience), you showed Alpha Power.

Every time you're with a woman, you are faced with situations where you can either create negative energy or show posture. A waitress messes up your order and brings you the wrong dish, or your steak is cooked the wrong way. Your car breaks down. You're with her at a bar, and some random guy starts trying to hit on her. All of these situations should be handled with poise and confidence. Look at these situations as tests, and know that she's going to notice how you handle yourself.

Say to the waitress who messed up your order, "I know it must not be easy, keeping track of all these orders, but I actually ordered the medium rare steak." When she apologizes, smile and act like it's no big deal. "I completely understand, it's busy here tonight. Not a problem."

When some other guy starts trying to chat with your date, most guys in this situation will try to assert their masculinity—by acting aggressively, or by being overprotective and putting an arm around her. This only makes you look insecure, like you're actually *worried* that some random guy is going to snatch her away from you.

Take the opposite approach. Introduce yourself to the guy and make it a group conversation. If he refuses to take the hint and won't leave the two of you alone, politely excuse yourself and your date. In fact, we've been known to push a woman *towards* a guy in this situation, as long as she isn't looking creeped out by him. We'll whisper to her, "Hey, he's pretty cute. Go for it!" If you do this without looking insecure or angry, we guarantee you she'll be even more into you. She'll be challenged by your self-control and calm confidence.

The Friend Zone Guy shares his own disappointments and frustrations with women. While trying to build his "friendship bond" with her and listening to her problems, he talks about his own. Just as he is overly sympathetic when she talks about the crap in her life, he wants her to be sympathetic to his plight. When she talks about how badly men have treated her, he talks about how badly women have treated *him*. He mistakenly thinks that these "shared disappointments" are building the bond between them—when in reality, it just makes him look even weaker and more unattractive.

The Alpha Man keeps things on a positive note, and thereby keeps women in a relaxed, carefree mindset. They associate him with feeling good about themselves. If she has had a stressful day, or is going through a difficult period in their life, she knows that when she spends time with him her problems are going to be temporarily forgotten. She looks forward to spending time with the Alpha Man because he offers an escape from her troubles, or from her mundane daily routine.

Whenever a girl starts talking about a negative subject, you should listen for a few minutes (you never want to seem unsympathetic) and then steer the conversation in another direction. Put her focus back on the present moment and the time she is spending with *you*. "Well it sounds like you're dealing with a lot right now, Lisa, so I'm glad we're out tonight enjoying this amazing restaurant/concert/nightclub/etc...Now you can just forget about all of that and focus on having a good time."

Once you've developed a romantic relationship with a girl, it's perfectly okay for you to listen at length about her difficulties and help her work

through them. Maybe she's having financial problems. Maybe she hates her mother. Maybe she had a horrible childhood. These are things you share with someone you care about over time, and it's all part of being in a loving relationship. But they have no place in the early stages. When these topics come out, be sympathetic but be brief, and then move the conversation into positive territory.

Remember, friends are willing to listen to their friends vent about their problems all night long. Lovers, on the other hand, stay focused on each other and future possibilities. Keep yourself in the latter category.

The Friend Zone Guy is so caught up in his passion for her, that he's passionate about little else in his life. Any other goals he has (or had) don't seem nearly as important as making her his girlfriend.

The Alpha Man is passionate about his life, and this passion is hugely attractive to women. He conveys the sense that he is in control of his destiny and excited about it. Any mistakes or false steps in his past were learning experiences that helped him reach this point in his life. This combination of passion, confidence and control is intoxicating to the women who get to know him.

In some cases, you'll be passionate about something that she isn't particularly interested in. The mere fact that a man is *capable* of being incredibly passionate about something can create an attraction. Women will often reason that if he can be genuinely passionate about a hobby or a career goal, then he has the capacity to be passionate towards her and their relationship. She's always interpreting.

This is the premise of the movie *Fever Pitch*, in which Jimmy Fallon plays a dweeb who's completely obsessed with the Boston Red Sox and Drew Barrymore plays his frustrated girlfriend. At one point in the movie, Barrymore gets fed up with how he's been ignoring her to watch his team. Right before breaking up with him, she tells him that his love for the Red Sox is one of the things that made her interested in him, because she figured she could get him to redirect that passion towards her. Of course, being that this is a Hollywood romantic comedy, he eventually realizes what a complete jackass he's been and he winds up renouncing the Red Sox for her.

The point of the story is that passion is what we call a “massive attraction quality.” Not *obsession*—where you’re so consumed with something that you wind up alienating the people close to you. **Passion.** Whether you love music, or snowboarding, or travel, it’s *cool* to be really into something and be an expert on the subject. Ideally, it’s something that you can share with women. Maybe it’s taking her to see a band you love, showing her around your favorite art gallery, taking her to your favorite mountain biking trail, or turning her on to a book by an author you admire.

Don’t think you need to appear invincible and invulnerable to women in order to create attraction. Displaying a vulnerability—such as joking about how you’re the world’s worst skier—can be endearing. (If you seem *too* perfect and great at everything, women might start wondering, “What’s the catch? And why the heck is this ‘perfect guy’ still single?”)

The idea is to always maintain a fun, outgoing, positive mindset; don’t bring up subjects that you can’t put a positive spin on, or joke about. Don’t get into your personal frustrations or failures.

The Friend Zone Guy defers to her opinions and decisions. When he calls her to plan a get-together, it sounds something like this:

HIM: I was thinking if you’re free tonight, maybe we could do something...

HER: What do you have in mind?

HIM: Oh, I don’t know. Maybe see a movie?

HER: Are there any good movies playing?

HIM: I don’t know, I could check the Internet...what kinds of movies do you like?

HER: I love scary movies. What about you?

HIM: I like all kinds...scary movies, action, comedies, whatever.

HER: I’m actually pretty hungry. Do you want to get something to eat?

HIM: Sure. Where do you want to go?

HER: What kind of food do you like?

HIM: All kinds. What do you like?

Yadda yadda yadda. This conversation could go on for a half-hour without any type of game plan being formulated. Does this sound like a guy who is capable of making a woman feel safe, secure and protected? Being indecisive about picking a restaurant or a movie might seem trivial. But when a woman is evaluating you as a potential mate, she is searching for Alpha qualities. She wants an Alpha Man, and an Alpha Man is one who leads.

The Alpha Man, always keeping himself out of the Friend Zone, lays out the game plan and makes it happen:

HIM: So you mentioned you were free on Friday night. There's a place I'm going to take you to eat that I know you're going to love.

HER: Oh really? Which restaurant?

HIM: Trust me, the food is incredible. This place is a hidden gem, not too many people know about it yet. I'll pick you up at seven.

HER: Sounds great.

The Alpha Man is decisive, never wishy-washy about anything. He knows what he likes, and does not like. He has his own beliefs and opinions and is not afraid to share them, even if they go against the grain. And when it's time to make plans with a woman, he doesn't beat around the bush and try to take the safest possible route. He lays out the plan and makes her want to come along for the ride. (If it turns out that she's extremely picky or isn't receptive to trying new things, then she's probably not a woman you'll want to date in the first place.)

The Friend Zone Guy is nervous about making commitments. Sure, he'd commit to *her* in a heartbeat if he knew she felt the same way about him, but in other areas of his life he is unable to make decisions. He dislikes his job and complains about his boss, but isn't committed to finding a better job. He can't stand his roommate, but won't commit to finding a better living situation. He talks about how he *wants* things, but lacks the drive, the self-confidence, and the commitment to make it happen. This is incredibly unattractive to a woman. How is she supposed to imagine a relationship with this guy, when he has no authority over his own life?

The Alpha Man demonstrates that he believes in commitment—to goals, and to other people. He demonstrates this through his actions as well as his statements. By emphasizing what a committed person you are, women will know you are capable of committing to *them*—and will want to earn this privilege.

Here are just a few examples of seeds you can plant during conversation:

“I’ve been working on this new project that’s been really challenging. But I’m going to see it through. Once I start something, I always stay committed to it.”

“One of my goals right now is to get in better shape and eat healthier. I’m really committed to it.”

“I can’t understand these celebrities, getting married and splitting up a few weeks later. I think they do it mainly for the publicity, they have no idea what real commitment is.”

“What I respect most about my parents is their commitment to each other. They’ve had a lot of up and downs but they’ve always stayed committed to their marriage.”

“I’ve been busy lately helping one of my friends get his new business off the ground. I’ve always very been committed to the people in my inner circle—I try to always be there for them.”

Establish yourself as a guy who believes in commitment, and women will want to commit themselves to you. (But if you don’t want commitment, you need to be real about this and not pretend as if you are.)

The Six Words No Man Wants To Hear

“I like you as a friend.” We’ve all heard these dreaded six words from a woman before, and it’s worse than a kick in the groin. But understand what she’s really telling you. When you try to make a move on a girl and she denies you, saying she “just wants to be friends,” what she’s saying

is that she is not sexually attracted to you. This could happen at the end of the first date, or after you've known her for years and finally work up the courage to ask her out.

Whatever the case may be, when a woman tells you this, you might as well chalk it up as a lesson learned and move on. Let's be realistic: after you've made it clear that you're into her, and gotten shot down with those six words, hanging out with her in the future as a "friend" is going to be unpleasant. Chances are she is going to distance herself from you. There is always going to be a certain level of awkwardness and sexual tension between the two of you: she knows you want her, and you know you still want her, but unfortunately it ain't gonna happen.

If you get smacked with those dreaded six words, just play it cool: "If you feel that way, I respect that. Of course we can be friends." Don't try to convince her otherwise, that you're a great catch or would make an awesome boyfriend. And don't say anything obnoxious. ("Fine, whatever, it's not like I don't have other girls I could be with.") Just verbally agree to the "let's be friends" scenario and know in the back of your head that this situation is going nowhere, and it's time for you to cut your losses and move on to the next prospect.

Learn from the mistakes you've made in the past, and vow to never get trapped in the Friend Zone again with a woman you want to score with. If you follow the path of the Alpha Man, you're not going to ever hear those words. You're going to know how to stimulate a woman's interest in you and present yourself as a romantic option so that you never get in the Friend Zone in the first place.

When a woman agrees to go on a date with you, she knows the deal. You didn't ask her out because you're looking to make new friends. And she didn't spend two hours choosing her outfit, and doing her hair and makeup, because she wants a guy she can unload her problems on and never sleep with. She's looking for an Alpha Man who will sweep her off her feet. Whether or not you fulfill this role is up to you.

ALPHA RULE 3:

BE UNIQUE IN YOUR APPROACH, STYLE & ACTIONS

Become a source of fascination to people by presenting yourself as an original: a unique individual who doesn't think and act like the herd. When you seem typical, women are inclined to feel a typical, lukewarm emotional reaction towards you. Incorporate new details into your style and wardrobe so that you command attention. Lead and project a lifestyle that is exciting and unpredictable. Being original in these ways is clear indicator of confidence and high self-esteem.



Each Alpha Man is uniquely powerful in his own right. He doesn't slouch his way through life with the rest of the herd. He isn't limited by the same fears and crippling belief systems that keep other guys stuck in mediocre jobs and marrying mediocre women.

To the Alpha Man, the world is a jungle in which he is among the biggest, baddest lions. Meanwhile, the suckers watch the world go by like de-clawed housecats—looking out the living room window at a world they aren't equipped to survive in.

A big part of transcending the herd is being *original* in your style and actions. If there are a hundred dudes in the next bar you go to, *you* must be the one who walks in like you own the joint, elevate the energy level whenever you enter an interaction, and make an immediate, positive impression on people with your charisma and confidence. It could be a guy, it could be a group of girls, it could be the bartender. They all get your A-game, because *every interaction matters* and is a chance for you to shine.

Does this sound like a tall mountain to climb? It really isn't. Just observe all the other guys the next time you walk into a bar. (The word "bar" can substitute for a many other social environments: parties, business functions, restaurants, etc.) Observe the ways in which men compensate for not having any game. They're getting drunk and loud; they're huddling with their buddies, walling themselves off from women; they're sitting alone, silently cursing their complete inability to get a girl; or they're talking to a chick—but if you listen closely, they're saying and doing all the wrong things.

All of this behavior, boiled down to a single word, is *unoriginal*. We see it every time we go out. So do women. *Boy*, do they ever notice. And when one of these guys approach one of these girls, she is armed and ready to blow him out with a fast rejection. He's common and easily forgotten.

Here are some of the ways in which Alpha Men are original, and how these characteristics are going to help determine your success with women.

Alphas have style. We're not going to offer specific tips on your "look" or your wardrobe, because we're not familiar with you as an individual. An outfit that looks sharp on one guy might look strange or ridiculous on another. The rock n' roll drummer and the Wall Street CEO can both be Alphas, while sporting completely different looks. The outfit that Mick Jagger wears onstage isn't going to work for Tony Soprano—but you can bet your ass they're both Alphas.

What is important is that you develop your own sense of style, one that makes you feel confident, comfortable and *different* from the average guy who puts little thought into what he puts on in the morning. If you've been rotating between the same collection of shirts and pants for a long time, it's time for you to do some closet-cleaning and shop for some new threads.

Try adding a couple of eye-catching details to your look: a cool ring, necklace, bracelets. These can also be great conversation pieces.

You don't need to spend a lot of money. Whatever style of clothing or jewelry you want to try, there are imitation brands, sold at your local mall, that basically look just as good as the real thing. You just need to figure out the look you want to go for.

Or, if you don't mind spending some bucks on "the new you," pick up some jeans and shirts by high-end designers. Spending money on clothes and accessories—on *yourself*—is never a bad investment. It'll pay dividends.



Alpha Tip: Going shopping for clothes is also a smooth way to meet women. Malls are usually filled with cute sales girls who are **paid** to be friendly and assist you. If you start chatting and want to find out whether she's single, hold up an item of clothing and say, "Would you want your boyfriend to wear something like this?"

* * * * *

Dean Says...

If you've sported facial hair for a long time, shave it. Don't think twice about it. **Do it.** A while back, I attended a very powerful week-long motivational workshop, and at the end of the first day all the men with facial hair were instructed to return the next day clean-shaven. It was amazing to see the difference in guys who'd suddenly shaved off the goatees or beards they'd worn for years. Without exception, the women in the workshop commented that they all looked younger and more attractive. It also made a noticeable difference in their personalities; guys who had been shy and reserved were suddenly more expressive and willing to participate in the group exercises.

Not to get all psychoanalytical, but facial hair is quite literally a "shield" that a lot of guys hide behind. Why else would so many guys mask their features in a way that we *know* women don't find attractive? Do you think any girl is turned on by the idea of nuzzling up against a goatee or a week's worth of stubble? Have you ever heard a woman say she prefers facial hair to a smooth, clean-shaven cheek? We haven't.

This isn't the 1970s. It's been a long-ass time since Burt Reynolds was a sex symbol. This goes for body hair, too. Removing all of your body hair, or your upper body hair, is going too far; it's borderline gay. But keep it under control. There's a product called the Mangroomer (www.mangroomer.com) that is the ultimate method for grooming your torso without having to spend a bundle at a salon. We're all for being a "man's man," but having thick hair on your back and shoulders is one aspect of primitive man (or disco-era man) that doesn't cut it in today's world. It grosses girls out (and frankly, it grosses *us* out).

Make a fresh start, and while you're at it, go to a hair salon and invest in a good, professional haircut from a stylist who keeps up with trends. Maybe add some coloring. You'll walk out feeling like a new man.

* * * * *

The Alpha makes a unique approach. Every attractive woman has multiple men approaching her on a daily basis and trying to throw game at her. If she's out at a club, she could easily get approached a dozen times a night—and send a dozen guys scurrying back to their posses with their tails between their legs. Naturally, these women are going to develop strong defense mechanisms to cope with the constant parade of men—many of them boring, over eager or just plain obnoxious—who come at them.

A lot of women have their rejection lines already planned and ready to use the moment a lame-ass dude approaches.

HIM: Hey, what's your name?

HER: I have a boyfriend.

HIM: Can I buy you a drink?

HER: Thanks, but I'm not interested.

Or, the timeless classic...

HIM: Do you come here often?

HER: I need to go find my friends.

When you use a cliché opener, you're inviting a standard rejection. This is why it's critical for you to come at her with original hooks to capture her attention, and then drop anchors to keep her interested and wanting to know more about you. *You only need her to give you the opportunity to engage her.* Once she lowers her defenses, even for thirty seconds, that's when you can build a connection with her and guide it towards your desired outcome.

Conversation with an Alpha is a memorable experience. Whenever you're carrying on a conversation with a girl you've just met, one of your goals is to raise the energy level and put her in a more positive frame of mind than she was prior to meeting you.

In any “getting to know each other” conversation—or on a first date—you're going to want to ask some questions that cover the basics: what she does for a living, what she does in her free time, whether she has

siblings, where she's from, etc. You should gather this information because it's going to help you make certain determinations about her, and part of making polite conversation is also asking these types of things. But you can do it in an original way. One way to do this is to phrase questions in the form of statements.

Instead of asking "So do you have brothers and sisters?" say...

"I bet you're the oldest out of your brothers and sisters. You seem like the type of person who's the leader of your circle of friends, the one they always want to talk to about their problems."

Or...

"I have a hunch that you're the youngest out of your siblings. I can tell you're an independent person and you do your own thing, but you also rely a lot on your friends for support."

Or...

"I bet you're the middle child in your family. I can tell you're a pretty organized, responsible person, but you've also got this wild party side that you love to let loose sometimes. Am I right?"

It makes no difference if your "guess" or "hunch" turns out to be off-target, in regards to her rank among her siblings (if she has any). You're not trying to play psychic here. You're using an engaging method of conversation that prompts her to open up and share. And notice, your "prediction" applies to almost all women—or the way women *want us to perceive them*.

What girl doesn't want to think of herself as a fun, free-spirited independent leader whom her friends rely on? They all do! (And if your guess turns out to be right, and she really is the oldest, youngest or middle child, you've just scored points by seeming to instantly "read" her.)

To make it more interesting, throw in a quick story about a “friend” of yours. Here are other standard questions turned into interesting statements/stories:

Instead of asking, “So what kind of music are you into?” say...

“I ran into an old friend of mine today from high school. We were laughing about how in the tenth grade, we went to a Milli Vanilli concert with these two girls who wanted us to take them. Milli Vanilli—can you believe that? And the really sad thing is, I knew all the words back then. So now you need to tell me: What’s the cheesiest concert *you* ever went to?”

“Concerts When We Were Young” is always a fun topic. A lot of girls will laugh as they recall the time they coerced their dad to bring them to see New Kids On the Block, the Spice Girls, or some other cheeseball 1980s or 1990s band. (If they admit they’ve still got N’Sync posters on their bedroom walls, run in the other direction.)

Alpha Men don’t fall into traps. While the conversation might seem perfectly harmless and comfortable to you, never forget that she’s processing your words and actions through her mental computer. At some point in the conversation, this computer is going crunch all of this information and arrive at a conclusion: either that you’re a cool guy and she should go with the flow, or that she should find a way to politely excuse herself—*soon*.

Sometimes a woman will deliberately ask you a question that is designed to test you. This can happen subconsciously: she asks you a question, or brings up a topic, simply to make conversation. But if you react the wrong way, her shield is going to raise up and she will disqualify you.

The subject of “exes,” particularly yours, is a conversational minefield. Women love bringing it up, and most guys are all too willing to take the bait and start blabbing. But this is a conversation you cannot win. The best you can achieve in this situation is a draw: deflect the question and steer the conversation into better territory.

For example, she brings up the subject of past relationships. She asks you if you've ever had a serious girlfriend, been in love, etc. You say yes. Then she says...

"So how long were you two together?"

YOU SAY: Six years.

SHE THINKS: That's a long time. He's probably still trying to get over her. I don't want to get involved with some guy who's still pining for his ex-girlfriend.

Or...

YOU SAY: A few months.

SHE THINKS: This guy's idea of a "serious relationship" is a few months? He must have issues. Probably a cheater.

Now here's the even more problematic question: "So why did you break up with her?"

YOU SAY: She was a jealous psycho.

SHE THINKS: I doubt it was all *her* fault. He must have done something really fucked-up...yeah, he probably cheated.

Or....

YOU SAY: She wanted a serious commitment, and I just wasn't ready.

SHE THINKS: He's like all the other guys. Instead of a commitment, he wants to run around and screw a bunch of different girls.

Or...

YOU SAY: We wanted different things.

SHE THINKS: He wanted to screw different girls.

The solution, then, is to deflect the question and redirect the conversation. As we said before, never say anything negative about your ex. *She is reflection on you.* If you imply she was a bitch from hell, it could make you look A) insensitive and mean, and B) clueless to have ever dated a chick like that in the first place. On the other hand, if you mention how amazing and gorgeous your ex was, but things just didn't work out and you're still friends, it makes you look as if you're still clinging to her emotionally and want to get back with her. This isn't attractive either.

Now, if she mentions her ex-boyfriend, or current boyfriend, you need to ask yourself why. It is usually not arbitrary; she has a motive and a reason.

If, right off the bat, she tells you "I have a boyfriend," then she's either A) telling the truth and not open to meeting new men, or B) she was not impressed by your approach and has automatically put you in the same category as all the other unoriginal, intrusive men who have approached her before. Assume it's B, and work on your game so that your next approach is stronger and more engaging.

Or, at some point in the conversation, she might casually mention the fact that she has a boyfriend. Let's say you're talking about some new movie, and she says, "Oh, my boyfriend said he wants to see that."

When this happens, don't let it knock you for a loop. She has been conversing and connecting with you up until now. She wouldn't have invested herself in the conversation, and kept Joe Boyfriend a secret, unless she was somewhat open to the possibility of hooking up with you. The message she's sending to you is: "You're making it a little too obvious that you're interested in me, and I'm not comfortable with that idea (yet), so I'm going to mention my other guy. I'll at least see what you're all about, depending on how you handle it."

Act uninterested and unfazed. This "boyfriend" may not actually exist. She might think nothing of cheating on him if the right guy (you) comes along. Or, she might be looking for an excuse to break up with the fool. You never know.

Just remember, she mentioned him for a reason. If she mentions a current boyfriend, you're going to have to really make sure you build her attraction level and overcome the barrier she tried to throw up. If she's willing to go on with the conversation, make no mistake: her door is open to you and a hook up is possible. But if you make a false move, that other guy will become her justification for blowing you off.

Weak men will take the mention of a boyfriend as a deal-killer, a sign that they should quit and retreat. An Alpha Man realizes there is a *motive* behind her mentioning her boyfriend during an otherwise cool conversation. (She doesn't mention it for no reason.) It probably means he needs to backtrack a few steps and work on re-building her attraction towards him.

On the other hand, she might ask you about your past relationship because she's interested in you, and wants to be sure you are unattached. Or, she mentions that she recently got out of a relationship; this is also a good sign. Recognize that there is a motive behind this. She is telegraphing that she is available, and that you have the opportunity to make it happen with her—if you make the right moves and keep building up her attraction level.

Alphas play it cool. If you ever find yourself trying to convince women of something, you've already lost. In an argument, men tend to rely on logic to state their case. Women are driven by emotion—and when a person is in an emotionally charged state, logic and rational thinking go out the window.

Make it a policy from this point forward to never lose your cool with a woman, and never try to convince a girl that you're worthy. If you call her to plan a date and she sounds reluctant, or it sounds like she's making an excuse not to see you, there's no sense in trying to convince her that you're a good guy and that it will be a great time. This simply doesn't work. Red flags are going off in her brain for some reason, and her decision has been made.

Take it as a learning experience. Here's how to draw knowledge from it: think back on the time you spent with her—maybe you met her last

night at a bar, had a 30-minute conversation with her, and got her phone number—and if you give yourself an honest critique, remembering the different phases of the conversation, we're willing to bet that you made mistakes that resulted in her reluctance to see you again.

Usually, it's not a matter of us saying or doing the wrong things, or screwing up in some other manner. It's about failing to do the *right* things—not building the foundation that will make her feel invested and connected. When you call her a day or two later, that foundation can mean the difference between you being the guy she's hoping to get together with, versus being “that guy from the bar” who she never expected (or really wants) to see again.

Women are also notorious for breaking or changing plans with men. (Try dating a stripper, and you'll *really* see what we mean.) If she flakes out on a date, you gain nothing by chastising her. If she shows up late, you're only going to set the tone for an awkward evening by making a comment about her lack of punctuality. Just play it cool, like nothing in the world can faze you. Of course, what you're *not* telling her is that your time, as an Alpha Man, is valuable—and if she flakes out on you again, or habitually shows up late, you're going to kick her to the curb.

“Playing it cool” also means controlling your sexual impulses when easy opportunities arise. Most of us have had drunken nights at bars or parties where we wind up dancing and making out with some girl. Sometimes this girl is a hottie who we'd definitely like to see again in the future, under sober circumstances. But how many of these alcohol-fueled PDA's (Public Displays of Affection) lead to an actual date? It practically never happens. You could have been sucking face with her at the nightclub less than 24 hours ago, but when you call her to plan a date, she treats you like a telemarketer interrupting her dinner.

This is because she is in a totally different emotional state than when you first met her. You're not Joe Cool, the fun guy she hit it off with; you're “the guy from the bar” who encouraged her slutty side, the part of every woman's personality that she wants to deny exists.

It takes major discipline, but you've got to play it cool when you meet a girl in a drunken environment and start playing tonsil-hockey. The Alpha move is to kiss for a little while (find a quiet corner—*never* get physical in front of friends) and then ease back, take her hand, and say "C'mon, we should get back our friends."

It could be your friends or her friends, whatever. You've established the physical connection with her; resuming that make-out session at the end of your first official date isn't going to be an issue. And you've also demonstrated that you're not a typical guy who can't control his raging hormones.

Of course, you've got an ulterior motive. You're looking ahead to many nights of hot sex with this girl in the future, rather than a single, sloppy make-out session that she's going to regret tomorrow.

ALPHA RULE 4:

**WOMEN ARE ONE ASPECT
OF YOUR GREATER
DESTINY**

Act and move towards your larger goals with clarity, ambition and passion. Success with women is a natural byproduct of being an Alpha Man. It is never the end-goal or the piece of the puzzle that will “complete” you.



As an Alpha warrior, the world is your mating ground. We want you to go out there and enjoy as many exhilarating experiences, and as much great sex, as possible.

The key is *continue growing* as an Alpha Man regardless of the women that start coming into (or leave) your life. Many

times, we've seen students of ours get pumped up from learning our strategies and tools. They return to the battlefield with a new set of skills and a new attitude. If their goal is to find a girlfriend, it's usually not long before they start getting serious with a babe—the type of hot, down-to-earth chick they've been hoping to find all along. This is where a man can choose one of two paths:

Path #1: He figures he's won the game. He's got the awesome chick: possible wife-and-mother-of-my-babies material. He thinks he can coast at this point. Other goals he had before, areas of his life he was working on upgrading, cease to be a concern. His girlfriend doesn't care whether he winds up making a lot of money, or develops a broader social network. She likes him "as is." He's psyched that *The Alpha Rules* got him the dream girl, but at this point, there's no need for him to continue on the path we laid out. He relaxes and abandons all the skills he used to attract her.

Path #2: He's psyched to be in this relationship, but he understands that no woman is going to define his destiny. She is a piece of a grander puzzle. Whatever he does for a living right now may be acceptable to her, but he maintains grander ambitions. He continues to work towards the other goals he mapped out for himself. She might complain that they don't spend enough time together, because he's working on furthering

his career and pursuing other interests—but he has his priorities. Meanwhile, he continues to build new men and women into his social network. Even if he's committed to the woman he's with, he's always meeting new people because it keeps his game sharp and could yield important business contacts.

Which path would you choose? Clearly, the second path is the one you need to follow. And if you're not interested in a serious relationship at this stage, but *The Alpha Rules* get you laid, you need to be equally careful about staying on the right path. Once you're getting sex from various women on a regular basis, it's easy to slack off in other areas.

Meeting the “right girl” should never be your ultimate goal. If finding Mrs. Right is one of your objectives, then view it is one element of your master plan. We would also advise you to play the field for at least six months before you ever think about seriously committing to anyone. You need the right frame of reference before you make any decisions about settling with one woman.

The vast majority of women you meet and date will come and go from your life. **No female should ever define you, or what you aim to accomplish.** Your personal growth and sense of purpose must remain a constant. A large part of getting out there and becoming an Alpha Man is dating a variety of different girls, and as you do so you must never lose sight of the bigger picture, the ultimate plan. And when you are constantly growing and improving—your physical fitness, your career, broadening your social network, making more money—this puts you in position of greater power with whatever woman you're involved with.

You're only getting better. If you're dating someone, as an Alpha Man your options are *increasing* every month that she is with you. If the relationship doesn't work out, you'll be able to move on to the next without feeling that you've lost anything—because during the course of that relationship, you didn't get lazy and slide backwards. You stayed on the Alpha track.

Most women in your life are a means to an end, not the end goal.

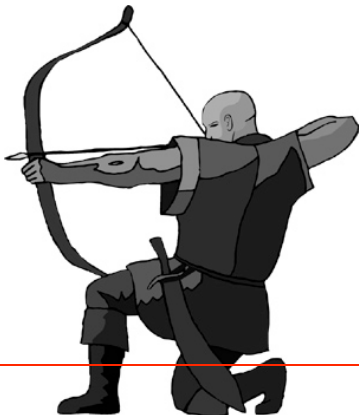
If you're driven to achieve in life, women can provide support and balance in a lot of ways. For the Alpha Man, much of this support and balance comes in the form of sex.

The fact is, men function better when they're getting laid regularly. We're able to concentrate better. We're in a better mood. It boosts our confidence level. It makes all the problems and petty bullshit seem less important.

Have you ever broken out of a dry spell and started getting sex from a girl, and suddenly it seems all kinds of other girls are expressing interest in you? This is no coincidence. You've got a glow about you...an aura that spells CONFIDENCE. And it creates a snowball effect. Once you're at the level where you've got four or five girls in your "stable"—girls you're sleeping with regularly—you start taking on an aura of invincibility with women. This makes new girls much easier to approach and score with. It's almost as if they can smell it on you: you're an Alpha Man who is in demand. Females are wired to sense this.

With this in mind, you can start developing sexual relationships with women that don't require any commitment from you. There's nothing wrong with this as long as you don't mislead anyone. Most guys think they've got to pretend that they're interested in a serious relationship in order to get laid. This is not the case. As long as you make a woman's life more *fun* every time you hang out, you'll be able to find plenty of women who want to be with you. Save the heavy relationship and commitment stuff for later. Like we said, a major part of your Alpha growth is going to be dating a variety of women.

The male sex drive can be so powerful, so all-consuming, that the average guy will settle for the wrong chick just because she's satiating those needs. The Alpha Man recognizes that while sex is necessary, it doesn't need to involve commitment, complications, or any sacrifice on his part.



You'll get the women. But *don't* stop growing.

Remember what we said before about your growth process being like walking up a down

escalator; it might feel like you're standing still, but you're actually sliding backwards. This is why guys who've just gotten out of marriages or long-term relationships are often twice as desperate and clueless as guys who've remained single all along. They came to rely on their women for everything; she kept him company, emotionally supported him, and eliminated his desire to continue growing. With her gone, the guy goes into a complete tailspin. You never want to find yourself in this situation.

Only you can “complete” yourself, and this process takes time—not a wife.

There's another reason why plunging into a commitment—one that leads to marriage—can be a mistake. Look, we're not anti-marriage, but the harsh reality is that every man who's ever proposed marriage did so believing he'd found “the one”—yet around 60% of these marriages end up in divorce. (That's not even taking into account all of the marriages that last, even though the two people can barely tolerate each other.)

Most marriages crumble within a few years, with women initiating about 75% of divorces. And the way the American court system is set up, this can be a blow so devastating that it can knock even the strongest Alpha Man to his knees. *The system is set up to financially destroy men.* Factor in the trauma of losing custody of your kids, and it's tantamount to legalized castration. Women win in court every time, and this is one arena where all the tools and tactics in the world won't do you any good.

Bear in mind, the idea that all human beings need to find “the one” in order to complete their lives is a female invention. The female need to settle down in a monogamous relationship is driven by biology, and the concept of women having a “biological clock” is entirely real. They are compelled to find a man to sire their children before it's too late, and marriage is basically a means of ensuring that they will be able to procreate within a secure, protected family unit.

Compounding this sense of female urgency is the fact that as women age, their window of opportunity to find “the right guy” begins to close.

Yes, it sucks for women, but we live in a culture that worships youth—particularly *female* youth. As men, we don't need to worry about this so much. We usually don't reach our prime until our late 30s or 40s, an age when women's dating options become severely limited. But if you're a successful Alpha Man, having reached the stage where your career goals are being realized and your confidence is at an all-time high, your options are *limitless*.

Celebrate being a bachelor.

One of the greatest myths that men are force-fed by the media is that living without marriage, or raising kids, will mean an empty existence. The “sisterhood” desperately wants us to believe this, because it is essential to them getting what they want from us.

When the Oprah crowd sees a single man in his late thirties or forties dating hot young chicks and keeping all of his money to spend as he pleases, rather than forking it over to a family unit, they view him as a threat. They say his behavior is sleazy and immature. They assume his life must be sad and empty.

Women have to keep propping up this myth—because if men actually woke up to the fact that marriage and monogamy isn't the only acceptable path, they would never be able to find quality men to marry.

We, the authors of this book, are both successful bachelors. We don't know any guy who got married in his early 20s who wouldn't trade places with us right now. This is not cockiness; it's simply the truth. We hear it all the time from married guys, how “lucky” we are to be free and dating hot chicks of all colors and creeds. But luck has nothing to do with it. We were all born with the same biological wiring. The difference is that *we* chose to embrace our inner Alpha and stay true to it.

We've seen way too many situations where good men marry mediocre women and surrender control of their salary and their sex life. She decides how the money should be spent, and she decides when he gets to use his penis for anything other than masturbation.

To all you single guys reading *The Alpha Rules*, treasure your freedom. Don't take it for granted. This is not to say there aren't a lot of spectacular, wonderful women out there who are worth committing to. The "complete package"—the chick who's got beauty and brains and will help you achieve every goal you ever set for yourself—does exist. But these kinds of women are exceedingly rare, and there's a 99.7% chance it's *not* going to be the girl you start dating two weeks after reading this book.

However, when you return to the world armed with an Alpha mindset and our tactics, your chances of eventually finding and hooking up with one of these women is drastically improved.

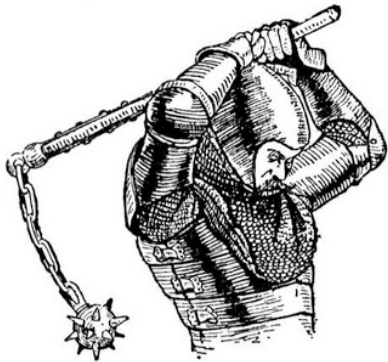
Then again, once you're dating Alpha-style, you may never want to surrender your bachelor status. There are worse things than having a constant supply of hot, willing young babes on speed-dial...

ALPHA RULE 5:

BEWARE THE COMFORT ZONE

Constantly push yourself to explore new experiences and expand your own boundaries. Don't mistake comfort for pleasure; never mistake stability and safety for fulfillment. You must do something new and bold every day, no matter how small. Condition your nervous system for continual growth, not gradual decline.

**“It ain’t about how hard you hit. It’s about how hard you can
GET hit and keep moving forward.”**



- Rocky Balboa

It's time to deliver another chapter packed full of mental Viagra. This Alpha Rule is about busting through the barriers that keep the average man locked into a life of complacency and regret. Only by doing so can you create a true Alpha Lifestyle.

Every man has a set of self-imposed barriers that we refer to as the “comfort zone.” Most guys not only create a very limited comfort zone for themselves; they’re constantly finding ways to reinforce it, and reasons to stay inside of it. This may allow them to live an existence that contains minimal pain and rejection, but it also prevents them from achieving total success, pleasure and fulfillment. (In the end, does any guy really want to lie on his deathbed thinking, “Well, at least I played it safe...”?)

Right now, your comfort zone is your *safe* place. Let’s say you’ve got a decent place to live. Your job pays you enough. You may be dating a pretty cool chick, or you’ve got a fairly active social life and you meet girls here and there.

Or, your comfort zone might be narrower. Your job is boring as hell, but it pays the rent. You wish you were getting laid, but watching that hot girl from a distance is safer than walking up to her and getting rejected. You tell yourself you ought to go to the gym more often, but it’s a hassle and you’re more comfortable kicking back in front of the TV. There are all kinds of things you know you probably *should* do, but all of them

involve making extra effort or taking risks, and that's outside your zone of comfort.

Without realizing it, over time your comfort zone will begin to shrink. You actually begin to regress, because life is not static; if you are not making forward progress and expanding your horizons, you're actually sliding backwards and narrowing your worldview. You become locked into your job because you're taking on greater financial responsibilities that prohibit you from leaving it. (A more expensive house or apartment, car payments, more debt, etc.) Your social circle narrows and you start going out less, because your friends are all in relationships or getting married.

One of the biggest challenges in becoming an Alpha Man—yet it's the challenge that yields the most rewards—is recognizing *how limited* your comfort zone really is, and expanding it. Push those barriers outward. If you take an aggressive approach towards this, you will find yourself leading a life you wouldn't have imagined a year ago.

It takes a strong sense of self to redefine your comfort zone, because that's where most of your friends currently reside, right alongside you. People like your co-workers, who bitch about the job but would completely freak out if they ever got fired. People like your buddies, who complain about their lack of success with women but repeat the same pattern of failure every time they go out. There is safety in numbers, and one of the most compelling reasons to stay inside your comfort zone is that your peers are there with you. If none of you are getting ahead, you can all feel that your situation is "normal"—yeah, life kinda sucks, but it *could be worse*. (A classic rationalization that will keep you losing for the rest of your life.)

Meanwhile, people love to spout cliché maxims about "living life." Browse some Myspace.com profiles or online dating profiles and you're bound to read a bunch of sayings such as, "live each day as if it was your last." "Life is short." "You only live once." "I try to live life to the fullest!"

But how many people actually practice this philosophy? Chances are, these people are typing these empty slogans on their computer after a long day of grinding away at their thankless job, looking ahead to Friday

so they can go out, party and get drunk, and try to escape their mundane existence for a few hours.



Our comfort zones fully set and harden as we reach adulthood. For most men, by the age of 30 they're in a shell of self-limiting beliefs that will essentially remain the same until they die. They've formed an opinion of themselves, women, and the world that will not change.

This is not the way we were born to live as Alpha Men. When we were kids, nothing could hold us back. Our parents had to keep an eye on us around the swimming pool, because we weren't afraid to leap into the deep end without even knowing how to swim. We would climb the tallest tree. If we fell down and scraped our knee, we'd howl for a minute and then get back to playing. And when we wanted something, we'd scream our heads off and throw tantrums until we got our way. We would not be denied! The world was our playground and we always wanted to explore new things.

Then we learn that life can actually be pretty tough. It can be a bitch, actually. We begin to experience rejection and disappointment. Puberty turns our world upside-down; we're scared and fascinated by girls but we can't find a way to satisfy our raging urges. Women, and our lust for them, becomes a source of turmoil and pain.

An interesting common denominator among natural-born Alpha Men is that most of them had sex for the first time at a very early age. When we interview "Naturals" who've seduced and slept with hundreds of women, we often find that they lost their virginity at age 13 or even younger. Obviously, this had a huge effect on their future success with women. While most guys spend their teen years desperately trying to end their virgin status—confused, frustrated and being constantly rejected—the Naturals were getting sex throughout their teen years and viewing the "hunt" as a fun, exciting experience.

Either way, those early years shape us and have a cumulative effect. The Naturals became fearless around women and kept adding more notches to their bedposts; their sexual experience and confidence was enticing to girls, which only made it easier for them to get laid. For the rest of us, the effect was the opposite. Our lack of success with girls damaged our self-confidence and self-image. We came to equate approaching women with painful rejection. Naturally, we wanted to experience as little pain as possible, so we retreated into our shells.

As we grow older, this shell becomes the basis of a man's comfort zone. He will only talk to certain women under certain circumstances. (Often meaning, he's at a bar or a party, and drinking.) He doesn't flirt with the "10s;" he gravitates towards the girls that are "in his league." He puts the dreams of his youth aside and gets a decent job that his peers think is respectable. It *seems* like he must be on the right track, since all of his friends are basically in the same boat. He might even be doing slightly better than they are.

Life takes on a safe, predictable routine, but he lives every day with the sense that something is missing from his life. He comes to believe that this void will be filled by a woman. *If only I can find the right girl*, he tells himself, *all the pieces will fall into place*.

But life isn't that simple. Most guys eventually do find the girl that they believe will fill the void. But there's still something missing, and this sense of being "incomplete" is only going to keep gnawing away at him.

Well, here's the secret: The pieces we need to complete this puzzle called life are never found within our original comfort zone. In order to fulfill your masculine destiny, you've got to expand those boundaries. You've got to start doing things that are not comfortable: pushing harder towards your goals, setting new, loftier goals, and going after the girls you desire the most.

Then, a funny (and awesome) thing begins to happen. You begin to develop a much wider comfort zone. You've still got your barriers; for example, you won't let negative women into your life, and you won't work for (or with) anyone who doesn't respect you and compensate you properly. You are not comfortable with those things, so you shut them

out. But your comfort zone is now wide enough for you to experience a ton of excitement, fun and progress. No two days are exactly the same. You're not repeating a "comfortable" daily routine; you really are out there living life on a whole new level: Maximum Alpha Overdrive.

Here are some Alpha pointers for expanding your comfort zone in the right directions:

Re-examine your work situation. If one of your goals in this life is to make a lot of money, remember that very few people ever get rich working for someone else. Most of us spend our days working to enrich the top dog. If you work for a large corporation, you probably have no idea who the real boss actually is. That's because he was aggressive and shrewd enough to elevate himself above the grind.

Alpha Men, by and large, have an entrepreneurial streak. If you're currently working a job because it pay the bills, use that as your "safety net" for now—and then use your down time to pursue an entrepreneurial business idea. If you've got a money-making idea, make it happen. There's no excuse for coming home from your job and zoning out in front of the TV or surfing the web all night.

Start traveling. We remember reading a quote once that said: "Life is a book, and those who don't travel read only a page." If you're an American, you have an entire world of adventure and opportunity lying beyond the borders of the US—and in a lot of countries there's an outrageous amount of fun to be had at a fraction of the price you pay here. As an American, you hold a lot of sway with foreign women. In their eyes, *you* are the exotic one. Plus, getting some foreign adventure under your belt is going to give you interesting conversational topics when you're chatting with chicks back home. A guy who has seen the world is a guy who can take her places. (Every woman has a secret need to travel.)

Or, you can travel closer to home and establish a new "scene" for yourself. This is key if you've begun to grow tired or burned out on the nightlife scene in your area. If you always feel like you're going to the same bars and clubs, seeing the same girls, venture outside of your region and find a new area to explore. Take weekend trips to other parts

of your state (or neighboring states) that have a strong nightlife scene. Become an expert on the scene there and know where the hot spots (and hot women) are. It's a kick-ass feeling to roll out for the weekend with your buddies and arrive in a new town, where you can apply your Alpha Skills on a whole new crowd of women. They've never seen you before, no one knows you there, so treat it like an escape. Just have fun and go all-out. You'll be going home soon, hopefully with some wild stories to tell your "safe" friends who are still sitting around at the local bar, bitching and moaning about all the girls they *aren't* getting.

Spend smarter. America is a nation of debtors. Stop being a part of our mindless "consumer culture"—the millions of people who live paycheck-to-paycheck but are constantly blowing money on crap they don't need. If you drive an expensive car but don't have any investments or own any real estate, you're on the wrong financial track. Cars are a non-investment because they only depreciate in value. (A new car begins to drop in value the moment you drive it off the lot.) Hold off on that purchase, or any major purchases for that matter, until you've got real, tangible assets such as real estate. One of the biggest reasons men fall into a "comfort zone" is that their monthly bills, including car payments and credit cards, keep them from making career moves.

Figure out some real role models for yourself. We live in a "tabloid society" that is obsessed with celebrity. Fame is considered more important than making any worthy contribution to society, even if it comes by way of some idiotic reality TV show. And of course, the more pathetic and screwed-up a celebrity is, the more attention they receive. You know there's something seriously wrong with our mainstream media when Britney Spears going into rehab, or the death of Anna Nicole Smith receives a hundred times more press coverage than the Iraq War. Don't buy into this; it's a reflection of how dumbed-down our society has become.

Start learning about and emulating people who make a difference. Go online and research the people who are the very best in the fields you are interested in, whether it's computers, sports or succeeding in business. Read up on them, and draw inspiration from them; you'll find that most of them fought through a lot of adversity before ever achieving anything.

We could spend hours every day just reading the biographies of important, influential people on www.wikipedia.com. Here's an excerpt from the entry on Hugh Hefner:

"After serving in the subscription department and as a copywriter for *Esquire*, he left in January 1952 after being denied a \$5 raise. He worked at *Children's Activities*, then took his biggest gamble in 1953 by lending his furniture for \$600 and raising \$10,000 from 45 investors—including \$1,000 from his mother—to launch *Playboy*."

Just think: if they'd given Hef that \$5 raise, there might have never have been a Playboy Mansion—and he definitely wouldn't be cavorting around at age 81 with a gaggle of young, blonde bombshells. There's some Alpha inspiration for you.

Don't allow others to determine how YOU will be happy in life.

While your family may be looking out for your best interests, they don't truly understand what's going on inside your head and heart. It's up to *you* to decide what's going to make you happiest and most fulfilled. This could mean pulling up stakes and leaving your hometown to live in a new city or country. It could mean quitting your "safe" and "respectable" job to try something totally different. It might mean ending a long-term relationship with a woman. You can't live your life trying to conform to other people's expectations. That's a recipe for regret.

One unavoidable side effect of adopting this new Alpha attitude is that you're going to start noticing how *weak* some of your friends are. You may have buddies, going back to childhood, that you've always just accepted for who they are; they live mediocre lives and they're with mediocre women. Once you get out there and start blazing your own trail, you may find it difficult to relate to them the same way you once did. And they may feel unable to relate to you. Don't be surprised if they try to coax you back into the "herd." If they're tied down with lame chicks and lack the power to break out of their own comfort zones, they may resent you for doing so.

Money CAN buy happiness. Whoever said it can't, either never had any, or spent it the wrong way. Money buys freedom—the freedom to jump off the “hamster wheel” that most working Americans spend their entire adult lives on. When you've got money, you've got the power to make your own deals and walk away from the jobs that aren't deserving of your time. It means you can jump on a plane and disappear whenever you want to. The key is to work *smarter*, not necessarily harder.



Don't equate happiness with finding a girlfriend or wife. When you feel a need to find a woman to settle down with, you're usually going to wind up with the wrong person. For a lot of guys in relationships, they “settled” mostly because they were sick and tired of being alone and facing rejection on the singles scene. You will avoid this trap by dating with an Alpha mentality and judging women by your high personal standards. Don't forget, the divorce rate in America is now over 60% and every one of them got married with no intention of ending it. That woman who was “The One” is now the ex-wife from hell who wrecked him in divorce court.

Sound harsh? Yeah, for most guys, the reality is extremely harsh. In their rush to find a life partner, they ignore the red flags; they don't wait until they're ready and able to identify and marry the right woman. You'll never know who's truly right for you until you've been out there dominating on the dating scene, experiencing different women and types of relationships.

Don't take life too seriously. Your number one priority should be enjoying your time on this earth and feeling good about yourself. There is no more important advice that we can give. You're in your prime right now. Capitalize on it. Just think how the last five years of your life have flown by. Before you know it, another five will have passed. The clock is ticking, boys. Get out there, grab life by the balls, and have a blast.

ALPHA RULE 6:

**SURROUND YOURSELF
WITH
WINNERS**

Socialize and form alliances with those who are as successful or more successful than yourself. This will also make you more effective in dating, because solid, successful friends translates into social proof. Create a “mastermind group” consisting of friends and allies (both male and female) who give you a powerful social & professional network.



The associations you choose to make, and the people you align yourself with, are going to be one of the most significant sources of power in your life—or, one of the greatest drains on your resources.

Choose your friends wisely, because even the Alpha Man, will not achieve his destiny in life without the support of the right people. And he will certainly never achieve his goals if he associates with the *wrong* people and allows them to influence his thinking.

We're going to propose some social strategies in this chapter that may make you slightly uncomfortable at first. But part of the growth process is taking a cold, hard look at your various friendships and relationships (with both men and women) and deciding whether they are benefiting you, holding you back, or dragging you down. Some of these people will need to be removed from your life, or you may have to assign them a different role in your life. It's critical for you to realize the enormous impact your peer group has had—and will have—on your self-image, self-confidence and self-esteem.

Human beings are resistant to separating themselves from people they've had long associations with; after all, the survival of our species depends on forming social bonds. Yet there comes a time when some of our associations cannot be resolved or redeemed, and we have to cut off people that we feel are holding us back from fulfilling our greater destiny.

The first rule of associations is don't take advice from those who haven't been successful in that area. Everyone has opinions and suggestions

about things, but few people actually “walk the walk” and can point to successful results in their own lives. Too often, we see guys who base their decisions on the opinions of friends who are unqualified to counsel them on that matter.

Furthermore, when some guys solicit advice from their friends, they aren’t actually looking for advice on how to take the correct action; what they’re really hoping is that they’ll get *talked out of* taking action. There will always be people, perhaps friends of yours, who are more than willing to shoot down your dreams so that you never surpass their station in life.

This is especially true when it comes to pursuing women. Every guy out there seems to “know” women and have a ton of insight to share. They’ll give you an earful about how you should proceed—or why you should just forget about a certain girl—but just look at their track record. Are they in a happy, healthy relationships? Are they even getting laid?

Remember:

Do not ask or accept advice from anyone who does not have a successful track record in that area.

Maybe you go out with the same crew of guys every Saturday night. (Most guys, until they raise their game to the next level, insulate themselves within groups of guys and use it as a social crutch.) If your friends are not in the same mental frame of self-development and growth that you are, it’s time to start broadening your social circle and associating with new people.

You don’t have to lose those guys as friends, but recognize that going out with people who don’t understand these principles, and are still attached to their old, ineffective ways, are not going to help you one bit. In fact, they’ll actually hold you back from improving.

Look at it this way: from now on, there are two types of men in your life. There are **friends and acquaintances**, and then there are **wingmen**.

Friends and acquaintances are all of the males in your world that you have relationships with, socially or in business.

Wingmen are a different caliber of friend. These are the guys that are actually *helping* you along your path as an Alpha Man. They share similar goals, they inspire you because they are pursuing their own goals with passion, and they are assisting you in accomplishing your goals.

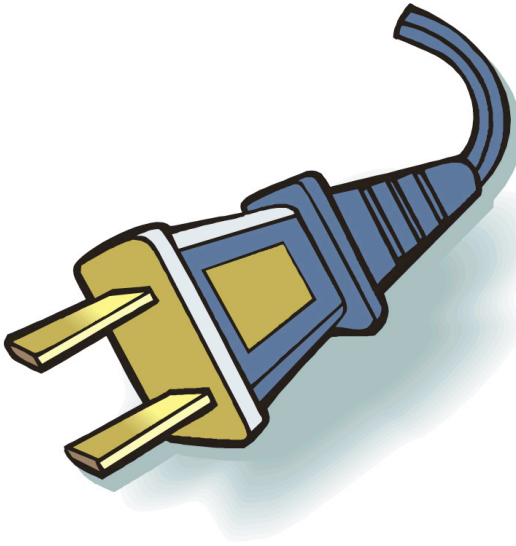
If you've got a mentor in your career, consider him a wingman. If you've got buddies who you go out with socially who bring lots of positive energy, *improve* your chances of hooking up, and want to see you succeed with girls, they are wingmen.

On the other hand, you've probably got buddies who you enjoy hanging out with, even though they've got no game, have a somewhat negative attitude towards women, and do nothing to help your situation. These guys can remain your friends, but they are not wingmen. Therefore, they should not accompany you when you're out to meet girls, or on any other important mission of your life.

Run down your list of friends and make this determination. You can still make time to hang out with the guys who are unable to support you in life. You can have certain buddies that you enjoy going out for a few beers with. But when it's time to roll out and apply your Alpha tactics on women, the only guys you should accompany you are ones that have game and a positive attitude. Their game and their confidence level should be as strong as yours, if not stronger.

If you don't currently have friends who fit this description, you're going to need to find some.

Create a Mastermind Group



One of the most essential texts to read for your own self-improvement is Napoleon Hill's classic book *Think and Grow Rich*. Originally written as a study of the success habits of the wealth-builders of the early 20th century, almost every strategy in this book can be applied to different areas of your life to realize tremendous improvements.

One of Hill's core concepts relates to your Alpha mission to date beautiful women. This concept is called the "Mastermind Group." Hill explains this concept as: "Coordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose."

Find at least one other person that shares your vision for the future, the skills you wish to develop, and the results you want to achieve. (We personally suggest two or more people, to insure that you don't lose momentum if one person gets a girlfriend or loses his motivation and drops out.) Enroll them in your own "Mastermind Group."

You don't need to call it this. (That might sound pretty corny to some.) Just tell the friend you've chosen (or friends) that you've been getting serious lately about making improvements in your life. Mention you read this book, *The Alpha Rules*, and you've decided to start going out there and meet a lot of new women. Tell them you want to start meeting up once a week to share information and strategies, and be wingmen for each other.

Your group should meet on a regular basis, at least weekly. Make this meeting the most important thing you do all week. It's your responsibility to make sure these meetings happen.

Of course, at no time should your meetings with this group take precedence over actually meeting women in the real world. You'll learn more in ten minutes of interacting with a real live woman than you will in ten hours of book reading and study. (Of course, when it comes to books, *The Alpha Rules* is the best resource out there!)

Your first rule is always action. Action, ***action***, ***ACTION***. This is why your meetings should always be held in a public place where women are around: a coffee shop, a bookstore with a café area where you can sit, or a restaurant/bar. Every meeting should begin with discussion among the guys, and then move from theory into actual practice. Keep a short agenda of things to cover in every meeting.

If you grow this Mastermind Group and make sure every new member brings something positive to the table, the combined life experience and knowledge of this group has limitless potential. This group becomes a powerful intellectual force—one that can solve almost any problem, or attain anything you want individually in life. As long as the participants remain in harmony, the effective power of the creative solutions you can manufacture is limitless. You see, it's not about merely adding together the sum of your intelligences—this is a *multiplication* of them.

You may find that some personalities don't mesh well within this organization, so start out with just you and someone else you trust. Try adding a new guy or two each week, but do it on a trial basis; you don't have to tell them it's a regular meeting, just invite them to come hang out. If they fit in, keep them. If they don't, you simply don't invite them again.

Social Networking

Studies have shown that the most successful people in life are those that share certain common skills and attributes. One of the most significant of these is the ability to attract and get along with people from a variety of backgrounds. Drop this kind of guy into any city, and he could build a social network in a matter of a week or two. He has the ability to be a social chameleon, without losing his identity in the process.

The Alpha Man is able to identify the people, or types of people, that will benefit him—whether it's socially, financially or otherwise—and forge relationships with them. At the same time, he is able to identify people who are only going to waste his time or bring negativity into his life. His time is too valuable for that, and he also knows that when women are around, the people he's seen with are a direct reflection of who he is.

A wide social network is one of your most important devices for meeting and attracting women. This is true for several reasons. First, women are turned off by guys that don't have many friends, since it's an obvious sign that they lack social skills.

Second, the wider your network, the greater the possibility that you're going to meet girls as a result. And when you meet women who are connected to your network, the introduction feels more natural than it would if you'd met them in some random location (i.e. a bar or nightclub). She's not going to be "on guard" the same way, since the two of you know some of the same people—whether it's at a business-related event, or a party where you both know some of the same people.

An Alpha Man with a strong social network might have a birthday party to attend on Tuesday night, a dinner with business colleagues on Thursday night, drinks with friends on Friday night, and another party on Saturday. He might also take classes in something, or be a part of groups that pertain to his hobbies and interests.

At every one of these occasions, he's not just surrounding himself with the people he already knows. He's using his existing connections to EXPAND his social network. There are always new women at these events, and it's easy for him to introduce himself (or have someone introduce him) because they're both members of the same network.

You **must** get out there and meet new people constantly, not just to enjoy the company of new contacts and friends, but to replace the constant out-flow of people from your life. People don't live in the same neighborhoods for 30 years anymore, and it's rare to keep the same friends for the duration of your life. You must work constantly to cultivate your social network. You must also realize that if you're aren't where you want to be in life—and with women—you're going to have to

bring some new friends into your circle, and perhaps “downgrade” the status of guys you’ve been hanging out with, but have been holding you back.

Don’t think that meeting new people when you go out only applies to women. On the contrary, it’s very important that you expand your social network of male friends and contacts. In some cases, this means making connections that will further your career—but let’s talk for a moment about the social importance of having a powerful “guy network” as it pertains to meeting new women.

Any guy you meet who strikes you as cool, confident and genuine is a potential wingman for you to utilize. Don’t do the cliché exchange of business cards (if you even carry them.) Program his number into your cell phone and give him yours. Then, the following week, find a reason to touch base with him on the phone. Here’s the key to this: the automatic way to create a friendship with a guy is to invite him to a place where he’ll have the opportunity to interact with girls.

“Hey what’s up Mike, this is Rob, we met the other night at the bar. Listen, I don’t know if you have plans for Saturday night, but me and some friends are going over to the nightclub Tryst. It’s always full of girls, it’ll be a great time and there are some people I want to introduce you to.”

Help a guy get laid, and you’ll be his new best buddy. Simply introduce him to some of your attractive female friends, and he’ll always want to be a part of your circle.

If you know twenty cool guys in your town, that’s twenty possible phone calls you might get next weekend to let you know about a party...a new hot spot that opened...a single girl they know, who you’d be interested in...or just a casual get-together where there will be women and good times. In exchange, you will inform your “A-Team” of male friends whenever there’s an activity involving chicks that you want to invite them to.

These need to be cool guys who are all about having fun. There’s no sense of competition between you. You know if you invite these guys to

meet other members of your network, they're never going to make you look bad, and they're never going to try to outshine you.

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Dean Says...

Back when I lived in New York City, I used to be pretty closed-minded when it came to forming new friendships with guys. Most of the guys I hung out with were friends that I'd had since childhood or college. I felt I didn't have room in my life for anyone new who wasn't a hot chick, because that's the area I was completely focused on. The problem was, neither myself, or any of my buddies, were getting much action. Usually, the only result of our Friday and Saturday nights were large bar tabs and hangovers the next day.

When I began my growth process and start adopting an Alpha mindset, I came to some realizations. My inner circle of buddies, as much as I loved hanging out with them, were holding me back from achieving my full potential with women. They were usually too intimidated to approach girls (unless they were drunk, and acting sloppy), so I'd spend hours sitting at the bar, drinking with them, when I should have been working the room and making approaches.

Instead of macking women, we'd actually sit there and *make fun* of the guys who were trying, in their own awkward ways, to chat up women and impress them. Obviously, it's much easier to sit back and crack jokes about the guy with the goofy hairstyle and the ugly shirt, trying to talk to that blonde and her friends, than it is to actually get off your ass and go approach that blonde for yourself.

If I did motivate and start talking to a girl, my buddies were awful wingmen. My friend Joe's idea of humor was to try to say things in front of the girl that would embarrass me. And he wasn't even as bad as my buddy Tony, who had a tendency to insert himself into the conversation and start hitting on the girl I was talking to! For all of Tony's macho bluster, he didn't have the balls to meet a girl for himself. But as soon as I was in the door with a girl, he'd view it as an opportunity to slide in there and take a shot.

Do these guys remind you of anyone you've ever known? They probably do. As men, we have a tendency to always hang out with the same guys because it feels comfortable—even when they are *holding us back* from making it happen with women. And yet we maintain this “isolationist” attitude. We wouldn't dream of meeting a *guy* at a club, getting his number, and using his knowledge and social network to expand our own.

Once I came to understand the concept of building a powerful social network, I realized that I had to be open to meeting *all* new people. You have nothing to lose and everything to gain by doing so. When you go out in a social environment, whether it's a nightclub or a party at a friend's house, don't just size up the women. Size up the men. If there's a guy who strikes you as being an Alpha, or an important social figure—the kind that the girls and other guys are orbiting around—introduce yourself and create that connection.

Make him a part of your network. All you have to do is hang out with him one time in the future, whether it's one-on-one or at another event, and you're now officially “friends.” That's how the social world works. And the more cool friends you have in your network, the more social status and power you possess.

How do you strike up a conversation with another guy and form a quick bond? The answer is simple. Introduce yourself, shake hands, and then move the conversation onto chicks. Make a comment about how there are some hot women at this bar/nightclub/party. Or, direct his attention to the hottest girl in the room and ask if he knows her. Or, ask him if he's been to a particular bar/nightclub in your town that you've visited, and where you know there are a lot of hot chicks, and mention this to him. It's an automatic conversation starter. You don't need to spend an hour chatting with the dude. *Just make the connection.*

I can't tell you how important this attitude has been for us for Carlos and I, in our respective cities. Brief conversations with the doormen/bartenders/ managers in the bars and clubs we visit have helped us to create one of the most powerful social networks of anyone the area. When you take the time to politely introduce yourself,

compliment them on the establishment, and chat for a few moments—always moving the conversation onto girls— you’ve just built a connection that they won’t soon forget.

The next time you visit, when they see you, they’ll welcome you. It’s an awesome “boost” when we’re talking to a girl in the club and the manager stops by to say hello, because we know each other. Now the girl knows, that we *know* people. We’re a *social presence*. It’s automatic “social proof.” If other Alpha Men in the environment are glad to see us, it’s evidence that we have a higher social standing than most of the people there.

This means a lot to a woman, especially when her mind is working after the initial introduction and she is trying to determine the type of guy you are. And this certainly doesn’t apply only to nightclub managers. Any time another guy in the environment recognizes you and stops by to shake your hand—as long as he’s a cool, respectful dude who doesn’t make you look bad—you’re gaining points with the woman you’re standing with, or the women in the area who are watching and noticing.

Be sure to introduce him to the girl you’re chatting with. By doing this, you’re sending her a message: you’ve got a lot of friends and a large network, and by hanging around a guy like you, she’s going to have access to all kinds of interesting people and social opportunities.

Take the same approach with women you want to build into your social network. There are all kinds of girls out there that you might not want to sleep with, but simply *knowing* them will elevate your social status. It could be a girl that manages the coffee shop that you frequent. Or, the girl who’s throwing the awesome party that one of your friends who invites you to. Get friendly with that girl, even if you have no interest in her sexually, and you’re guaranteed to expand your social network by knowing her.

Or, it can be as simple as befriending the servers and waitresses at the bars or restaurants you like to go to. Apply the same level of charm to them, as you would with a girl you are trying to score with. Express interest in them, chat, listen, get to know a few things about them. When

you return, you will be remembered—and they will give you social proof.

All of the women you encounter should be impressed with your charm, wit and sincerity. Every woman loves to be paid a compliment. From the waitresses at our favorite restaurants to the managers of the hottest clubs in Las Vegas, we make sure they all know us, and are glad to see us when we return.

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Writing about the subject of social networks, and their importance, reminds of a guy we used to know, Daryll. A few years ago, he headed out to Hollywood with few connections and even less talent. He was a director of lousy hip hop music videos who dreamed of becoming the next Spielberg. No one was about to hand him \$50 million to go make a movie, but Daryll did have one thing going for him: he was extremely social and good with women. He was always out at parties and industry events, networking, and when he would meet other men—ones who were far more advanced in their careers than he was—he would do something very smart. He would find out about the best parties and call these guys to invite them. He'd mention that a lot of hot girls would be there, and that he wanted to introduce them to some. When they showed up at the party, Daryll would always have a few stunners to introduce them to.

People around Hollywood began to associate Daryll with beautiful women. Therefore, they wanted to be a part of *his* social network as much as he wanted to be a part of theirs.

Basically, Daryll became a “wingman” for a lot of powerful men, and as a result they welcomed him into their inner circle. One of these male allies wound up introducing Daryll to a major Hollywood star. Daryll wound up becoming a part of the star's circle, due to the fact that—you guessed it—they both loved chasing women, and Daryll always seemed to know where the good parties were.

Fast-forward three years. We see in a magazine that a new movie, starring that superstar actor, was going into production with a budget of

\$60 million. The writer-director of the project? Daryll. As it turned out, the movie sucked and wound up tanking at the box office, but you get the point. Daryll was able to pull off a miracle in Hollywood, getting a \$60 million movie made, through the strength of his networking...*and it all began* because he targeted the one interest that all men share: the desire to meet women.

We've formed bonds with a lot of high-status guys this way. We've got another buddy named Gary who is 47 years old, recently divorced, and has gazillions of dollars. When we met him, he had no game with women. He spent the last 20 years stuck in a bad marriage. Now that he's single again, who do you think Gary wants to hang out with? In his free time, does he want to hang out with business colleagues his own age and talk about deals? Hell no. He wants to hang out with guys like us, who know about the cool parties and more importantly, know women that we can introduce him to.

And our friendship with Gary has a lot of great benefits. We've thrown parties at his mansion. As an expert in real estate, he's given us advice on buying and selling property. And it all began because we struck up a conversation with Gary at a bar and started vibing with him on the great universal subject that binds all men together: Women, and how to *get them*.

All men—regardless of their power, money and status—are eternally in pursuit of women. If you can help to provide this link for them, you automatically become a friend and ally to them. With other guys, you don't have anything to gain from them in terms of your career, but they are still valuable in terms of the *social proof* they lend you. When you go out to the bars and clubs or anywhere else within your social scene, people know you. You're never the guy standing alone, waiting to talk to someone. You are always welcomed, appreciated and respected. That's how Alpha Men are treated by their peers.

ALPHA RULE 7:

IMPROVE CONSTANTLY AND CONTINUOUSLY

You are the architect of you own life; strive to create an original masterpiece. It's never too late to re-invent yourself. Don't be afraid to discard the "old you" in favor of creating a whole new look, style and attitude. Your prime is now; never believe that you are too old or young to make decisive changes. Constantly seek to expand your knowledge of the world, women, and yourself.



In the course of reading this book, you'll find yourself questioning assumptions and beliefs you've held about yourself—and even the world around you. *Especially* the singles world. You might even find yourself experiencing a strange melancholy of the soul when you've realize been traveling in the wrong direction. But no path is worth continuing on if it isn't leading you towards what you desire—whether it's meeting the right woman to improve your already exciting life, or creating a lifestyle that will attract all manner of girls.

Yet there are so many men out there that treat their lives like a bad stock that is starting to drop in value, and they keep throwing more good money after bad in the hopes that it will miraculously turn around. Instead, they could have just taken their loss and their lesson, and moved over to a winning share in a company that would reap them dividends for the rest of their lives.

What you must do is to treat your life like an oil painting: a very *expensive* oil painting that you only get to create once in your lifetime. When that painting dries and is hung in the Museum of Time, will it be a masterpiece or a cautionary tale? Only you can decide this.

Here's how you get on the path to continuous reinvention of yourself:

Step 1) Remember that ultimately, you cannot predict the future.

You can only make your best decisions right **now** based on the information you have right **now**. As General George Patton once said, we'd rather make a good decision now than a perfect plan next week. You can wait your whole life for all the stars to align and never dare to achieve anything, but if you take action now, even when you haven't got all the information, you stand to make a much better life for yourself.

Don't wait for the perfect opportunity or the perfect information before you start. In fact, if you don't feel the need to change or take action **RIGHT NOW**, you probably won't. You'll just keep making excuses about why it can be put off. After all, if not now, ***when?***

Step 2) You're not failing as long as you're still learning.

Every perceived "failure" is actually an opportunity in disguise. It's an opportunity to learn, to grow, to break new ground. Remember that as long as you haven't bet your life on the next gamble, you've always got the chance to begin again. There is an endless supply of "do-overs" in the universe.

Everything you do that fails is really a learning experience. The cliché of Thomas Edison is more true than we like to think. You may have heard that he failed thousands of times before he found a combination that would work as a filament in the electric light bulb. When asked why he kept going after thousands and thousands of failures, he simply said, "I didn't fail. I succeeded in finding thousands of ways that would *not* work." That's a powerful example of re-framing, and one you need to put to work in your life.

Do whatever it takes to keep going after what you want.

Step 3) Let go of your image of yourself as your only "identity."

You are more than what you think you are at this moment. We can assure you of this, because we *guarantee* that you had no idea that who you are right now is the person you imagined when you were a ten-year-old kid, dreaming from your bed about the future. For the same reasons, you can't know who you will be a few years from now.

All too often we become attached to this vision of ourselves as a fixed and permanent thing, because to believe the opposite – that we might be fluid and changing – somehow makes us feel unstable or uncertain about life. It's living with this fluid and changing nature of ourselves that makes us powerful as Alpha Men.

The common man fears change and desperately scrambles to hold onto anything to give him a feeling of confidence about the world around him. The Alpha Man knows that there is nothing in the world that is truly “stable” or “secure,” and his best insurance against change is to embrace it quickly and willingly.

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Carlos Says...

One of my most consistent observations about guys that I’ve instructed in seminars is that they are very rigid and inflexible about their “identity.” They cling to the outward things that do not matter at all, like the clothes they wear, or their shoes, or their facial hair, and in the process they reinforce all the old inner belief systems that tell them that they are fixed and unchanging. By clinging to external indicators, you also undermine your own trust in your own judgment and instincts.

When I give men the distinction between themselves as a physical person and their ideas about their identity, they find it easier to let go and actually be more true to themselves, rather than pinning themselves down to a set of self-limiting beliefs or constraints.

In one seminar, I had gone through an entire day of presentation with one of the guys looking vaguely disinterested. Why was this guy here? I wondered. But then, on one particular slide, I saw his eyes widen and a look of realization hit. The phrase was “*You are a highly fluid concept.*” This hit him smack between the eyes, and all of the pieces fell into place for him when he understood that his own definition of himself was actually getting in the way of who he was trying to grow into.

When you let go of a rigid viewpoint or stance on your identity and open yourself up to who you *can be*, you’ll find this same epiphany waiting for you as well.

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Step 4) Continue your education—at all costs!

Another thing we've realized over the years is that continuing your education after school is the difference between men who win, and men who settle. Invest in self-development programs for yourself. Tapes, CDs, books, and seminars of every kind. They will more than pay for themselves in what you receive in improvements to yourself.

Look at it this way: let's say you spend \$1,000 to go to a seminar that improves your skills. Now let's say that improvement in your ability allows you to ask for \$1.00 more per hour at your job or in your profession. Most people work over 2,000 hours per year, if you're the average Joe, and that doesn't include overtime. In just six months you'll have earned that money back, *and* you'll be a better person.

This is also true in the arena of dating and social skills. By investing in a program that helps you deal with situations with confidence, and reduces your anxiety, how much value would you place on that? You simply can't put a price on the feeling of accomplishment and confidence that comes from being a real Alpha Man. There's nothing like it in the world.

When all is said and done, you can invest in stocks and property, but the only thing you've got in this life is yourself, and in the end, you can't take any of it with you. You're stuck here on this planet for about the same time as everyone else, so you might as well get busy. You've got plenty of time to rest when you're planted in the big Dirt Nap.

Why not put your energy and time into sculpting a man that others will respect, admire, and desire? Plants that are not growing are dying. People that do not grow are no different.

Remember that you must always upgrade yourself and grow, or you'll die on the vine.

ALPHA RULE 8:

BE THE LEADER OF YOUR TRIBE

Within any social structure, the member with the strongest Alpha traits is looked to for leadership and security. You must become this person. Instill the gladiator principle of "Strength & Honor" into your own character, and establish your core virtues. In your relationships with women, set boundaries and parameters: as an Alpha Man, you control the playing field.

Your “tribe” consists of the men and women you socialize with on a regular basis. You want to establish yourself as the Alpha (or *most* Alpha) member of this group.



The others should feel a sense of *security* when they are around you. Centuries ago, the Alpha of the tribe was looked to for physical protection—in fact, the rest often depended on his skills and intellect for survival. The women and the weaker males knew that if another tribe invaded their village, the Alpha was capable of defending them. The other men knew the Alpha would lead the charge, or draw up any necessary battle plans. They placed their collective fate in his hands.

In today's world, you won't be called upon to repel any rampaging barbarian hordes. You will, however, be looked at to provide *social security* for your tribe. This means that when your group gets together, you create a direction for the evening and set the tempo. You'll suggest the place where everyone is going to meet. You'll be proactive in meeting women and keeping the energy level of the group high.

If the environment sucks, or you know of a better spot, you're the one who rallies the gang, names the next place, and moves on. As long as you are present, the evening is never going to get stuck in a rut—a group of guys sitting around in the bar drinking beers and complaining, looking at women that none of them have the balls to go talk to.

Here are some other ways in which the Alpha Man of the tribe asserts himself. If you start making a habit of fulfilling these responsibilities within your group of friends, you should naturally ascend to the Alpha position. (Just be aware that if there is another Alpha Man in your group, it may lead to conflict; no Alpha likes to take a backseat.)

- As long as you're part of the evening's plans, there won't need to be any waffling amongst the group about what do to tonight,

or where to go. Part of being an Alpha leader is staying up on things. You're aware of the best/coolest restaurants in your area, as well as the bars, nightclubs, and any other venues where you and your people hang out. And, as the member of the tribe with the strongest social network, you're going to be aware of parties/ happenings/ special events that the others might not know of. When your tribe calls you on Friday to ask if "anything's going on tonight," you've always got options and ideas—especially about where to go meet chicks. When the weekend rolls around and the boys start calling around to get the gang together, you're the first phone call they make.

- **Establish a home base for the tribe.** When you enter a social environment with your buddies, never stand around looking like you don't belong. The Alpha of the group will immediately locate an area where the tribe can settle in and get comfortable. If it's a bar, he selects the area where the group will sit. The Alpha Man then takes the lead in flagging a waitress to order drinks.
- **Control the money.** If you've all been eating dinner together at a restaurant or ordering drinks at a bar, when the bill comes, you're the one who reaches for it and collects money from the others to pay it. (Or pay it yourself, if you're in a generous mood.) It draws attention and looks amateurish when a group of guys are standing around trying to figure out a bill and debating over who owes an extra five dollars. Take the lead in this situation, get it resolved, and move on. You should also always make sure an adequate tip is left for the server. You always want to be a welcome customer when you return.
- **Problem solve.** If there is a discrepancy with the bill or an issue with the service, you are the one who resolves the situation. You handle it with the utmost courtesy, but you are the one who calls over the waitress/manager/etc. and gets it taken care of.
- **Dictate the pace and momentum.** If you and your buddy (or buddies) meet some girls, you are the one who keeps the momentum moving forward. You take it to the next step, whether it's getting everyone onto the dance floor, finding a table for

everyone to sit down at, ordering a round of drinks, or suggesting the next location for everyone to move on to.

- **Make everyone feel included** (or, “get everyone onboard your train”). Your group should radiate positive energy. If a member of the tribe is in a lousy mood or too shy to join in when you meet women, get him involved. Wing him until he’s got someone to chat with.

This principle is even more important when it comes to making women feel included in your interactions. Let’s say you and your buddy meet a couple of cute girls at the bar. They have a third friend with them, who is quieter and less attractive. As the Alpha Man, you’ll make it a special point to interact with her, get her in a good mood, and make her feel included.

This accomplishes two things. First, it raises the overall energy level. A “third wheel” who is sitting there alone, excluded from the conversation and looking bored and surly, is diminishing the energy of the group without even saying anything. Second, this tactic ensures that she’s not going to “cock-block” you later on by making things difficult for you with the woman you’re interested in. If she feels excluded, at some point she’s going to tell her friends she’s tired and wants to go home, or wants to go to another spot, or on their next trip to the ladies’ room she’ll say something disparaging about you (“those guys are getting kind of annoying, we should go to the next bar”). It’s the quiet “shy” ones who can completely blow you out of the water without ever saying a word to you.

When you insert yourself into the role of social leader, the others will start expecting you to play this role. It is a law of human dynamics that when someone presents himself as the Alpha of the group, the others will defer to him. In fact, they’ll feel a sense of relief because people *prefer* to stay passive and take direction. It’s easier and safer than putting themselves on the line in a leadership role.

Another facet of being the Alpha Leader of the group is establishing the fact that you are loyal. In order to view you as a leader in social

situations, the tribe must know that you will defend them whether they are present or not.

When you're out with some friends and a member of your usual group is missing, mention him in a positive light: "It's too bad Tom couldn't make it out tonight, I always love hanging out with that guy."

Never engage in gossip about a tribe member who isn't present. If the other guys start snickering about Tom and his female problems, give Tom props: "He's a cool guy with a lot to offer—I know he's going to figure it out."

Chicks are notorious for gossiping behind each other's backs. Alpha Men don't engage in this petty behavior.

* * * * *

Dean Says:

When I want to bring a woman into my tribe, I know that establishing my sense of *loyalty* is key. I'm a fan of the filmmaker Quentin Tarantino, and sometimes when I'm getting to know a chick I'll throw in a reference to the movie *True Romance*, which he wrote. It's a flick that is pretty much loved by everyone who has seen it. (If you haven't seen it yet, rent it—or watch it again, the next time you've got a girl at your place.)

It's violent and bloody at times, but the underlying message is incredibly romantic. Christian Slater plays "Clarence," a comic book geek; Patricia Arquette plays "Alabama," an adorable hooker with a heart of gold. These two loveable misfits find the perfect partner in each other, wind up on the run from the mob, and after a series of wild adventures they escape to Mexico and live happily ever after. The coolest thing about the movie is the unbreakable bond they have with each other. No matter what, they've got each other's backs—*they're in this together*, and throughout the movie, each person shows they're literally willing to die to protect the other. It's them against the world.

This movie is essentially a modern update on the 1967 classic *Bonnie and Clyde*, which starred Warren Beatty and Faye Dunaway. Based on a true story, this movie—set in the Depression-era Southwest—tells the story of Bonnie, a young girl who's stuck in a dreary small town, who meets a handsome young drifter named Clyde. Together, they embark on a bank robbing spree and become famous criminals—craving adventure as much as they crave each other. In the end, the law catches up with them and they're both gunned down in a hail of machine gun bullets.

So I'll say to a girl, "Last night I was flipping channels and you know what movie was on? *True Romance*. Tell me you've seen that movie."

Whether she's seen it or not (and chances are she has), I now go into a brief riff on loyalty. "You know what was so cool about that movie? It was Clarence and Alabama against the world. They would have literally taken a bullet for the other person. Now, I'm not saying I want to wind up on the run and fleeing to Mexico, but the idea of two people being that in love, that loyal to one another...that's the only type of relationship I want."

Another element of human nature is that we all want to be part of a group, or tribe. The more exclusive the group is, the more eager people are to gain admittance and acceptance. Every time I go out in Las Vegas, I see this principle illustrated at the nightclubs; the longer the line is to get in, the more people join the line because they perceive that place to be cooler and more exclusive.

I don't stand in line in Vegas, or anywhere for that matter. I form relationships with the owners, managers and doormen so that when I show up, I get ushered past the velvet rope; developing these connections is just as important as meeting women. If I don't have connections at a popular nightclub, I'll never go there if it means waiting in line—why stand around looking like a member of the herd?

* * * * *

Everyone wants to feel included, like a member of a tribe. You've got to create an aura around yourself so that people—particularly women—

want to join yours. One tactic we like to use is telling women they've made the cut, that we've decided they belong in our "select group." It may sound like a casual joke, but it actually sends a strong message and plays on this principle of human dynamics.

For example, a student of ours named Carl had hung out a couple of times with a girl named Julia. A very smart, together woman who worked in the real estate business. Carl was in the process of trying to refinance his condo, and she offered to meet up for dinner so that she could help explain some of his financial options. Carl appreciated that; not only was Julia hot and fun to be around, but she was actually going to help him save quite a bit of money. A good ally to have.

As they ate dessert, he told her...

CARL: Y'know what Julia? I just decided you made my 'A-Team.' Congratulations, it's actually a pretty big deal...a lot of people don't make the cut.

HER: *(laughing)* Your A-Team? I'm honored... what is it exactly?

CARL: Well, I decided a while ago that I have no time for negative people in my life, or people who only want take from me and don't want to give. I actually had to cut loose some people I'd known for a long time. So what I have now is my A-Team. It's my inner circle of people that I respect and enjoy spending time with. They help me, I help them...we're loyal to each other.

(She smiles, flattered. He raises his wine glass and toast her appointment to his A-Team.)

This wasn't really about flattering her. It was about sending a message: I am an Alpha Man and my time and availability is limited. You have passed my test and I've decided that you are worthy of more of my time in the future. Notice, this is a 180-degree attitude shift from how the average guy approaches dating. Carl isn't hoping to buy her time by taking her out and spending money. He sent the message that he runs his own show, but she's a welcome addition to his team.

ALPHA RULE 9:

ESTABLISH A POWERFUL IMAGE & SOCIAL STATUS

Understand and utilize the concept of Social Proof, and use it to elevate your status (particularly in the eyes of women). We're not interested in people of low social standing; we're attracted to those who seem popular and desirable. Be conscious of your image, the aura you project, and what kind of power you possess. If you're not influencing others, they are influencing you. Court attention by being unique in every aspect of your persona; originality, in your appearance and outlook, conveys self-confidence. Mavericks are inspiring. If you're simply following the herd, why should anyone want to follow you?



Your image says who you are, what you stand for, and where you're going in life. You must create a powerful image of your own design, and tweak and improve this image as you live out the rest of your life.

Let us clarify what image is **NOT**:

- Image is NOT your looks
- Image is NOT your ego
- Image is NOT about fashion.

Now, let's talk about what your image **DOES** consist of:

- Your body language
- Your sense of originality and uniqueness
- Your overall sense of style
- Your projection of ambition and direction in life
- Your power of persuasion and influence over others
- The people you associate with and befriend.

To build an attractive personal image, you must first define for yourself what you are and what you stand for, which we discussed in a previous chapter. Once you have established this, you can then decide what things will and will not work within this image.

The next step is to become fully comfortable with the person you are. We're not going to get all "California New-Agey" here on you (even though one of us, Carlos, does live in San Francisco). What we're saying is that you must acquire a *sense of comfort* with yourself in social situations. Consider the fact that we tolerate—and might even admire—forceful, narcissistic people, as long as they are totally comfortable with who they are, and are achieving big things. (Donald Trump comes to mind here. Massive ego, but who can

argue with his results in life: billions in the bank, a young trophy wife, and kids who respect him.) Conversely, we are repelled by people who aren't comfortable with themselves—who are socially awkward, or who feel the need to lie about themselves in order to impress people.

Personal comfort is acquired through non-judgmental acceptance. You can only be uncomfortable with yourself to the degree that you are fighting reality and wanting something different than what you are getting. Let go of past perceptions. Let go of other people's judgments and expectations. Accept what **is**, with an eye to the future that you are working towards.

Every one of us, at all times, is a work *in progress*. We are never finished growing and learning as long as we're alive. Anyone who says differently—who accepts their station in life, and believe they'll never do any better—feels this way out of **insecurity**. Most people settle with themselves (and with mediocre women) and stop growing because they're afraid to change, or because they fear losing their identity in some way. Be comfortable with the knowledge that you'll never be perfect, and the person you are today is not going to be the man you are ten years—even one year—from now.

Also, start to recognize the social dynamics that indicate a person who is a leader and an Alpha Man. Here are some examples. We're sure you can think of others.

- Alpha Men tend to steer the course of conversations. They can change the direction or subject with no resistance, because they are the ones that are looked to for guidance in social situations. They're not the only ones talking—in fact, most of the time they are listening—but they have the power to take command of the conversation and direct it.
- Alpha Men are welcoming to all in social interactions. They are confident in themselves, so they do not need to play manipulative games to establish their status. They are friends to all; they're social ninjas.

- Alpha Men tend to set the “norms” of a conversation by demonstrating what *they* feel is appropriate and inappropriate to discuss. Whether the topic is sexual and racy, or political and edgy, they do not wait for permission to express something—they just speak. And they do it with such a powerful frame of belief and conviction that others go along with him *even if they do not agree with it*.

Study the Techniques of Persuasion and Influence

This is a field that is as broad as it is deep, but there are an infinite number of useful social skills to be cultivated by learning how to get people to help you. Look at it this way: either you are getting people to help you with your goals, or they are getting you to help them with theirs. The choice is yours.

It's not about manipulation or deceit. What we're talking about is creating a clear idea of what you want, and then creating win-win situations where other people can and will help you towards your goals, as long as it's in their best interests. Nothing of any value in the world is created by and for one person; it's all about how a leader organizes people behind a common goal.

To that end, you must learn all the communication and persuasion strategies you can. Learn about:

- *Neuro-Linguistic programming* (NLP) to understand your mind
- *Negotiation strategies* to achieve win-win solutions
- *Communications skills* to reach people with impact
- *Networking strategies* to meet people in your professional arena
- *Charismatic qualities* to present the best appearance of yourself to others
- *Persuasive techniques* to get what you want from others.

There are many books and programs out there on this topic that you can learn from. Get yourself plugged into an ongoing schedule of learning that incorporates these topics. Remember, the key to your future success lies in how much learning you do *after* you graduate from school.

Create Alliances That Drive Up Your Value

A big part of your social value is dictated by the people you choose to associate with. Anthony Robbins once said that your life will be a reflection of the expectations of your peer group. This means that you are unlikely to grow or go further than what your friends think you are capable of. You must break free of their influence and strive to create your own reality.

Seek out people that will not only help you to grow, but will support you and increase your base of power. We need friends not only to shoot the breeze with, but to help us realize our full potential.

Surround yourself with people who will help you *advance*, not tread water. If there is anyone in your life right now that is not helping you advance towards your goals or increase your social standing, chances are they are probably holding you back.

This is one reality that will be tough to swallow, but will serve you in the future: you are better off alone than with the wrong “friends.” One guy we know likes to call certain people in his life “frenemies” because of their uncertain influence in his life. On the surface, they’re likeable—but underneath there is a sneaky suspicion that they are causing more harm than good.

Many of us have a frenemy in our life, whether it’s a co-worker, an old friend, or a family member. They try to act like a supportive friend, but they’re uncomfortable with the idea of us surpassing them in life and accomplishing what they never will. As you embark on this process of change and personal improvement, the frenemies in your life are going to become increasingly obvious—and irritating. You don’t need to cut them out of your life completely, but don’t ever let them influence your thinking and be aware of their ulterior motive: they want you stay on

the same, mediocre level they're living on, because if you rise above it, it will only reinforce their own failures.

* * * * *

Dean Says:

Women always seem to have at least one "frenemy": a girl they hang out with, but don't really trust. Often this is the member of their social group who gets the most attention from men. The other girls act might act her best friend when she's around, but behind her back they tag her as a "slut" and seriously think she'd fuck their boyfriends at the first opportunity.

For instance, one time I went out to a Mexican restaurant with this girl I was dating. Her best friend Gina came along, sporting her spectacular pair of fake tits. Throughout the evening, whenever my girl had to go to the ladies' room, she would always ask Gina to come with her.

On the way home, I had this conversation with my girl:

ME: I'm just curious...how come every time you go to the bathroom, you make Gina go with you?

HER: Because Gina has a...*reputation*. You know my friend Marcy? Gina slept with her boyfriend.

ME: But you know I would never do something like that to you. Besides, Gina is engaged. You're going to be her maid of honor...

HER: I know, I know. I just don't trust her when it comes to guys.

It's quite amazing, really. Women will share their most intimate secrets with each other, yet they'll feel threatened if their man spends five minutes talking to their "best friend" when they are not present.

I believe this is partly because women thrive on drama. Having a frenemy as part of their social group always makes for things to gossip about, and lets them feel that they have the moral high ground over someone else. As for the other reason, well, a lot of women are

extremely insecure about losing their man to another girl, especially one they perceive to be sexier/cuter/younger/sluttier than themselves.

Guys, let's just keep this as a chick thing. We shouldn't waste our time and energy including "frenemies" in our lives. The way I see it, you're either my ally or I'm cutting you loose. If you ever feel threatened by one of your male friends in this sense—that given the chance, he'd snatch your girl away from you in a heart beat—then he has no place in your tribe.

Alphas are loyal and expect absolute loyalty in return—from the women they commit to, and the men they surround themselves with.

* * * * *

Leverage the Power of Social Proof

Social proof is a concept of influence that is essential for any man who wants to attract beautiful women into his life. In a nutshell, social proof means that people make subconscious decisions about you based upon the people you associate with.

The simplest form of this is best illustrated by an example. Have you ever noticed how women seem more interested in you when you're already dating another woman?

Why is this?

It's partially due to the fact that they feel more free to flirt, knowing that you're under the reigns of another relationship, but most of their heightened interest is due to the fact that you're a proven commodity. If some other woman is dating you, you must be *date-able*. Simple logic!

Women want what other women want. This fact has been the source of countless Shakespearean tragedies and fables and political intrigue for thousands of years. For the same reason that diamonds are one of the most precious and valued gems (while not being the most rare, by any stretch of the imagination), women will value you higher if you seem desired by other women.

The best way we've used this to our advantage is through the use of a "wing-woman." Yes, you know what a "wing**man**" is, and there's only one thing better than this: a woman who goes out with you to pick up other women. You're immediately assumed to be "safe" (i.e., not a weirdo or psycho), and you also appear more desirable for having a woman with you that is cool enough to help you out. Women lower their shields for other women much quicker than they will for a guy, and this demonstrates a level of socio-sexual savvy that 99% of the other guys out there don't have—the ability to have a woman as a *friend*.

Of course, don't forget to return the favor by helping your wing-woman find a few guys, too!

Stand Tall, Stand Apart

We're reminded of a poster we saw that read: "Yes, you are like a snowflake, unique and special... *just like everybody else.*" The truth of the matter is that we are all pretty much equal. What makes you unique is how you present yourself to, and impact, the people in your sphere of influence.

Your image is also determined by your willingness to lead the pack, not being a lapdog in life trying to curry approval and favorable treatment. To be different—not for the sake of being different, but for being *yourself*—takes **courage**. It takes holding yourself to a different standard than others, even when it's not easy or recognized by others.

Different does not mean "contrary," where you're trying to be different for the sake of being different. It's a state of mind where you speak your mind, even though you might not be expressing the popular or politically correct opinion.

It's when you see twenty people pass by a homeless man on the street and you stop to wish him better luck—even if you don't choose to give him money.

It's when you unplug your television for a week and go out to meet real people, instead of watching fake lives.

It's when the cute grocery cashier asks you "How are you doing?" without looking at you, and you answer: "I'd be better if I could see your eyes and your smile..."

Acknowledging that you are unique and then *acting* upon it is the ultimate freedom. *You are being you*, with no fear of other people's judgment, because you know that you only get one life and one chance to go after what you want.

Just imagine yourself lying on your deathbed, thinking back, and saying to yourself: "Why didn't I do that when I had the chance?"

Now think of that girl you saw the last time you were at a bar, but you didn't have the guts to approach her and say hello. These little failures with women, that we build up to have actual significance, mean NOTHING in the long term.

The bottom line? Your chance is NOW.

Be daring, be different, be impractical, be anything that will assert integrity of purpose and imaginative vision against the play-it-safers, the creatures of the commonplace, the slaves of the ordinary.

- Cecil Beaton

ALPHA RULE 10:

**ABANDON THE DESIRE TO
POSSESS WOMEN**

Do not be the pursuer; capture her interest, build her desire, and then prompt her to pursue you. Don't succumb to the trap that ensnares the average man: the urge to "possess" the object of his affections and jealously guard her from other men. Instead, be highly desirable—and attainable only when it's under the circumstances of your choosing.

Here's an email we received at www.TheAlphaRules.com:

I started dating this girl a few months ago. I thought she was the one; we had this incredible connection and the sex was amazing. But my friends were always warning me. They told me about her reputation for sleeping with different guys and cheating on her ex-boyfriends. But what I can say? I'd already fallen head over heels.

I wanted to make our relationship exclusive, but she told me it was too soon and we should both be able to see other people. Well, she wound up meeting some other guy and choosing him over me. I was depressed for weeks. Finally, when I thought I'd gotten over her, I went to a party—and there she was, with her new boyfriend. Now I'm even more depressed than before.

I want to try to get back her back. I really think she might be the one. How can I get her to ditch that asshole and be with me for good?

- Steve



One of the most powerful male desires we must overcome is the desire to “possess” women. People often assume that women are the more possessive gender, that they’re the ones who want to “lock down” their men and jealously guard them from other females. But just as often it’s men who feel the need to possess. This is one of the most common roadblocks on your path to becoming an Alpha Man.

Remember, you’re on this planet for a limited time. After you’re gone, you won’t be able to take it with you, as they say. When you view your life in the “Big Picture,” possession is really just a figment of your imagination, anyway.

We see the following scenario unfold all the time: after a period of loneliness and frustration, having faced rejection and disappointment on the dating scene, a guy meets a girl. They hook up and have sex. Finally, he feels like the black cloud over his head has lifted. He thinks he might have found “The One.” When they’re spending time together and she’s affectionate towards him, he feels euphoric; when they’re apart and she’s not returning his phone calls right away, or is unavailable to hang out with him, he feels despondent. Up and down the rollercoaster goes.

When we look back on those periods in our lives, we usually wonder what the hell we were thinking. But there’s a reason why you behaved the way you did, and the answers actually lie in science. Yes, there is a science behind love—and it’s an addiction that has brought many a man to his knees.

When you start dating a girl and having mind-blowing sex—especially if you’ve been out of the game for a while—an intense chemical reaction is occurring in your brain. The effect that a new woman (and more specifically, good sex) has on a man’s brain can be even more powerful and harder to shake than an addiction to cocaine.

When we “fall in love,” dopamine and norepinephrine levels rise, and serotonin levels fall. This is actually the same way that cocaine affects our brains. Helen Fisher, a psychologist at Rutgers University, conducted a study in which she broke down love into three stages: *lust*, *attraction*, and *attachment*. Each stage is fueled by different hormones and chemicals.

Stage One, Lust, is driven by the sex hormones testosterone and estrogen. Stage Two, Attraction, is when you’re love-struck—constantly thinking and talking about her. Scientists believe there are three main neurotransmitters involved in this stage: adrenaline, dopamine and serotonin. These chemicals send your stress response into overdrive. When you bump into her unexpectedly or call her on the phone to plan a first date, your heart starts racing; you start sweating; your mouth goes dry.

Fisher studied a number of “love struck” couples and examined the chemical content of their brains. She found they all had high levels of

dopamine. This chemical creates a powerful rush of pleasure that leaves the brain wanting more and more. Surging dopamine levels give you increased energy, diminish your desire for sleep or food, and make you intensely focus on your object of desire.

Meanwhile, the level of serotonin in your blood plummets. Dr Donatella Marazziti, a psychiatrist at the University of Pisa in Italy, conducted a study with twenty couples who'd been in love for less than six months. By analyzing their blood samples, she found that their diminished serotonin levels were equivalent to the levels of patients suffering from OCD (Obsessive-Compulsive Disorder). In effect, when you're in this love-struck state, you are mentally ill.

One of the effects of this "chemical cocktail" is that you begin to idealize the woman. You focus on her positives and find ways to explain away her faults. You also romanticize the relationship itself, believing it to be something unique and incredibly special. If your buddies take a different view of her and warn you against getting involved, you don't listen. You get defensive. **They** don't know her the way you do!

We've all been through this at some point: we develop an infatuation with a girl that our friends warn us against. At the time, we refuse to acknowledge the warning signs that should have been obvious. Later on, when the relationship crumbles, we feel foolish for not having realized it sooner. But at the time, we were powerless to the chemicals surging through our brains. We were, quite literally, "addicted to love."

Another element of sexual chemistry is the hormone Oxytocin. Men and women release this hormone during orgasm, as well as by just simple touch. It makes them feel "bonded" to each other after they've had sex. (Oxytocin is also known as "the cuddle hormone.") We want to experience this high as frequently as possible, which is why we usually screw like rabbits in the early stage of a relationship.

When a couple stays together for a period, the lust stage progresses into the attachment phase, and other chemicals take over. The hormone vasopressin starts playing a key role. This, too, is released after sex. Scientists came to understand vasopressin's importance in relationships by studying the prairie vole. Like humans, prairie voles engage in far

more sex than is necessary for the purposes of procreation, and they also form pairs with the opposite sex. But when male prairie voles were given a drug that suppressed the effect of vasopressin, their bonds with their partners instantly began to deteriorate. Their devotion to their partner ceased, and they stopped caring about guarding them from other horny males.

It's exactly like a drug addiction in many other ways. You'll find that the first doses seem so blissfully pure, and the high is like nothing else. Later on, it takes more and more to get that same feeling back. But by this point, you're good and hooked. And guess who's your dealer? That's right: **her**.

According to Fisher, falling in love also contains the three main characteristics of addiction. The first is tolerance. Drug addiction usually starts with casual use; you're using the drug at parties, or only on weekends, and gradually your usage escalates as you start craving it on a daily basis. The addiction of love is no different. At first, you might only be seeing her on her Sundays; then you want to spend entire weekends with her; then you want to see her whenever she is available, even if it means ditching your friends or your work. Then you want her to move in with you. You want to be around her all the time, and make sure no other man can possess her.

The second characteristic of addition is **withdrawal**. When you're hooked on a drug, being deprived of it causes intense physical discomfort; when you're hooked on a girl, being separated from her causes anxiety and depression. Romantic love rewards your brain with that delightful flood of pleasurable chemicals; when it's taken away from you, you become obsessed with regaining that feeling. In most cases, it's not the woman that you crave. It's the sensation you get from being with her, and your desire to end the discomfort of withdrawal.

The final characteristic is relapse. You quit using the drug, or break up with the girl, and after weeks or months of depression you finally feel that that you're "over it." Then you spot her at a party months later, and those intense desires return. You're right back in love, obsessed with her all over again. If she welcomes you back, you'll leap back into the relationship without considering all the crap she put you through.

When a woman you “love” stops seeing you, and your brain is suddenly denied those pleasurable chemicals, depression sets in. This, too, is a neurochemical state – mostly created by the vacuum of replacement emotional highs for and from the woman. Over the last couple of decades, scientists have figured out the chemistry of depression and come up with ways to treat it. Antidepressants such as Prozac and Zoloft have been touted as miracle cures. What they actually do is quite simple: they raise the serotonin level and suppress dopamine, which balances you out. You’re not experiencing the “lows” of depression, but you’re not experiencing the highs, either. These drugs present a Catch-22 for the broken hearted, because although you may no longer be depressed over the girl, they may also prevent you from falling in love again. Your brain is no longer producing the pleasurable chemicals that make you fall head over heels.

There’s no greater feeling in the world than falling in love and knowing the feeling is mutual. Our brains behave this way for a reason; this exhilaration ensures that our species will continue to reproduce and survive. This information isn’t meant to discourage you from finding “the one” and living happily ever after. But understand the science behind it. Next time you experience these euphoric feelings, but your buddies are pleading with you to run the other way, guess what: they’re usually right. A lot of guys don’t learn this lesson until after she’s taken him for half his net worth.

Also remember, every brain is wired differently. Some people can enjoy a few beers once in a while; others will compulsively drink themselves into oblivion the moment alcohol touches their lips. The same goes for drugs addicts and people with eating disorders. If your romantic history is filled with out-of-control, obsessive relationships, then the “love chemistry” in your brain—or in the women you’ve dated—is probably imbalanced or jacked up to a higher level than the norm. This can result in some very hot, passionate relationships, but remember that love is like a flame: it can keep you warm at night, or it can burn your house down.

As an Alpha Man, you must adopt a more relaxed, fluid mindset. The idea is to make women want to possess YOU. You are the ultimate prize, which one woman might be lucky enough to win someday—but only IF

and WHEN you decide you want to commit to one woman. You want her brain to be firing off those pleasure chemicals whenever she's in your presence, or when you call her phone. But you must remain calm and maintain a level of emotional detachment. You can train yourself to keep your own internal chemistry in a balanced state, to stay in control while the women orbiting you are overcome by lust and attraction.

ALPHA RULE 11: BE BOLD AND DECISIVE

The “wishy-washy” man invites women, and the world, to trample on him and discard him. You must appear as though you’ve already got life figured out—yet you’re still excited about the endless possibilities. Be decisive in your words, opinions and actions and women will be drawn towards you.



Most guys these days just don't seem to know where they're going. We mean this in both a general and specific sense.

We overhear conversations like these all the time...

GUY #1: "Dude, what are you doing after work Friday?"

GUY #2: "I dunno, maybe going out. What about you?"

GUY #1: "Not sure. Going out I guess."

GUY #2: "Call me, I'll let you know where we end up."

GUY #1: "Cool..."

Since this was a guy-to-guy conversation, the lack of specifics is not such a big deal. In fact, it seems friendlier among men; there's no "aggro" behavior or posturing. The problem comes into paradise when guys talk to women in this hazy, uncertain fashion—particularly when it comes time to make a date.

HIM: "Hey, wanna get together sometime?"

HER: "Sure, what do you have in mind?"

HIM: "I don't know. Whatever. Just hang out."

HER: "Uhhhh...sure, call me and maybe we can hang out sometime."

(Translation: "I'll be nice and not hurt his feelings by saying 'no.' I just won't answer his calls.")

Women are not impressed by guys who are always trying to be easygoing, flexible, and laid back. They want a MAN with a PLAN. And the number one way they figure out if you're this type of guy is whether you can make decisions and be certain in those decisions.

In the broader sense of "having a plan," most guys aren't demonstrating the forward momentum that establishes them as go-getters, versus being slackers. A lot of guys figure that the fewer ideas or suggestions they put out there with women, the less risk there is of rejection. They think if they keep things vague and casual, she'll be more likely to "go with the flow."

The problem is that if she *does* agree to your vague proposal, it leaves her wondering about the nature of the get-together. Is it a date? Is it just two friends, “hanging out?” *She needs to know.*

Let’s look at a movie example: “Back to the Future.” In this film, Marty McFly (Michael J. Fox) plays a teenager who is sent back in time to 1955, where he inadvertently interferes with his mother and father meeting and falling in love. Before the time-travel scene, when the movie is set in 1985, we’re shown that his dad, George McFly, is a huge wuss—and we see the frustration and discontent in the family at how little backbone George demonstrates.

When Marty is sent back in time to 1955, he has to re-engineer his parents getting together and falling in love. This culminates in George confronting Biff, the high school bully who has been making his life miserable. George winds up finally showing some balls and knocking Biff out. His classmates are so impressed that they ask George if he’d ever considered running for class president. Needless to say, this demonstration of manhood also gets him the girl.

Fast-forward after Marty is sent back to his present—1985—and we see how everyone’s lives have changed because George was forced to become decisive and Alpha. He overcame his fear of rejection, his fear of being pushed around, and even became the science-fiction author he dreamed of being in high school. Lorraine, his wife, is still visibly turned on by his cocky attitude and masculinity.

Here, we witness the transformation of a certified wuss into a powerful Alpha Man, and we see how the power of certainty and decisiveness makes a man more attractive in the eyes of a woman.

You don’t have to have a complete life plan all mapped out (although it wouldn’t hurt to get started on that.) You can show this kind of decisiveness in all kinds of smaller ways. For example, let’s say you’re asking a woman out. Let’s contrast the two ways of doing it:

WUSS: “Hey, Suzie, you wanna go out and do something sometime?”

Something. *Sometime*. Nothing concrete, and therefore nothing for a woman's active imagination to grab onto and become curious about.

Now try this one on for size:

ALPHA MAN: "Suzie, I like your sense of humor. I've got a great idea: I'm going to see a stand-up comedian on Thursday night. It's your type of humor, and I'd like you to come with me. I can meet you there at 8:00. We'll have a blast."

Now that's more like it. Definite time, date, and event. And it's something she'll be jazzed to go see: *comedy*. Not to mention, he invited her to something he was already doing, so if she flakes out, he's still covered. The way he phrased the "invite," it was something he was planning on doing, anyway. This strategy is very important to your long-term attitude in dating. Never leave your plans subject to *her* participation.

Let's take a look at another situation that requires decisiveness: ordering food. Time and again, we overhear guys at restaurants handling the food order like this:

WUSS: "So what would you like to get for an appetizer?"

HER: "Hmm, I don't know. What's good?"

WUSS: "Oh everything here is good."

HER: "Well, I'm not sure. The scallops look tasty, but so does that salad."

WUSS: "Hey, I'll go with whatever you want."

HER: "Gee..."

You can feel the attraction melting away on that one, can't you? With each attempt from her to get him to take the lead, he keeps ducking it. Not out of bad intentions, mind you, but out of his desire to make the path easy for her. Little does he know that woman *don't want* the path to be easy. Women distrust the easy path. Take a look at any romance story ever told, and the only thing that makes them compelling is that there are obstacles to their love that must be overcome for the man and woman to get together. Without that jeopardy and tension, there is no heat or passion.

Be certain about your world, because when you're living in the emotional maelstrom that is a woman's life, your certainty is what will draw her towards you. The man that waffles in indecision will be of no use to her when things get tough.

What about opinions? Should a guy be concerned about scaring a woman off with his take on things? Well, the irony of this is that most guys would attract more women if they only knew HOW to speak their mind, because so many are scaring women off through boorish and mindless displays of ego poorly disguised as "opinion."

The first rule is that you shouldn't go into the dangerous and uncharted terrain of politics, religion, or any other controversial subject—at least, not until you've had a few dates and you know you've got good chemistry and can respectfully disagree with each other. Along the way, though, a woman will test you by seeing if you go along with what she says, or if you are capable of independent thought.

Let's take on a topic that is a hot-button in any conversation: *marriage*. You're out with Suzie on your second date and she throws you this curveball:

SUZIE: "My family is very important to me. I really value their opinion, and I can't imagine having a relationship where they didn't have a say about the man I'm with."

Now, let's say that you don't really agree with that approach (as many men probably would not). Here are some possible replies:

WUSS RESPONSE: "Oh, I agree. That's very smart. I think it's important to have your family play a large role in your life."

It's obvious, however, that this guy is choking back what he really feels—and she senses it. (Women usually do, no matter how great your performance is.) The bottom line is, if you do manage to get the girl by supplicating and giving in, eventually ***you lose***. She'll come to realize your lack of backbone, and you'll be history as soon as an Alpha Man comes into her life and shows her how things are *supposed* to be done. Like this:

ALPHA MAN RESPONSE: “Y’know Susie, that’s interesting. I wouldn’t take that approach with my own lifestyle, because while I value my family’s opinions, I trust my own instincts and judgment first. But I can appreciate you feeling that way. So how does your family do this with the guys you date—are there auditions? Do I need to rehearse a musical number? Is there a swimsuit competition?” etc...

Here, the Alpha Man has said his mind, and he did it without making her wrong in the process. He also slipped in a little tease at the end. The Alpha has shown that he doesn’t waffle on his own beliefs, and trusts his own decision-making abilities. And who knows—maybe Suzie put it out there *hoping* to hear a contrary opinion to the one her family gave her, and now this guy stands out from the pack.

She might be looking to test you, but you need to test her, too. Watch and see how she responds. Does she agree that the whole idea of gaining her family’s approval is a bit silly and unnecessary? Or, is this not a laughing matter to her? Maybe **you** don’t want to be tied to a woman whose life is run by her family.

Either way, **you win**.

We’ve spoken before about the female tendency to get overly emotional, and at times irrational. These are the times you must be decisive and certain—the island that stands strong as her emotional waves crash against it.

Here’s another example:

SUZIE: “I really like you, but I’m just not sure what to do...I still sorta have feelings for my ex-boyfriend Mike, and he wants to get back together with me, but I don’t want to get hurt again...”

WUSS RESPONSE: “You’re seriously thinking about getting back with Mike? Why?! You told me he cheated on you, the guy’s a jerk. *I* would never treat you like that...”

With this response, the Wuss is only throwing fuel onto her emotional fire. Now he's got her obsessing over Mike. He may even cause her to start *defending* her ex-boyfriend. (Remember, you never want to make negative comments about a girl's ex, especially if you've never even met the guy. Even if she described him as the world's biggest asshole, she had feelings for him, and by insulting her ex you are basically insulting her and questioning her judgment.)

ALPHA MAN RESPONSE: "Well, I'm really enjoying getting to know you, Suzie, and I think we might have something here. Why don't you take some time to sort out your feelings, and then give me a call."

With this response, there's always the chance that she will go back to her ex. But if that's what she's been thinking about doing all along, nothing you can say will dissuade her. It's better to give a certain, decisive response, and exit with your dignity intact. There's also a good chance that she'll wind up breaking up with "Mike" again in the near future, and then you know whose phone number she will reach for.

A final word on being decisive when planning dates: While it's always better to get the information you need to be as certain as you can, there will be times you must "fake it" a little with a woman so that you can maintain her confidence. This is critical, because once a woman's confidence in you is shaken, you're probably through.

This means that when it's time to plan a date, you *must* lay out a plan—even if you aren't exactly sure what type of food or activities she's most likely to enjoy. Don't ask her what she "feels like doing," or what she's "in the mood for." You're not conducting a survey; you're an Alpha Man with a plan. Now, invite her to be a part of this plan that you already have in motion:

"I've heard great things about this Italian restaurant that just opened up. I want to check it out this weekend, why don't you join me."

"After work on Friday, I'm going to visit one of my favorite bars... it's an out-of-the-way spot with great music and a cool crowd. I know

you would love this place, why don't you come by and let me show it you."

"I've got to do some shopping this weekend, to pick out a gift for my sister. Why don't you come join me, I can tell you've got great taste and I could use your opinion."

Remember two things:

1. You'll *never* gain a woman's respect by sacrificing your own beliefs and standards for hers.
2. Women want to be led. Be a leader, and they will instinctively follow. Ask *them* to lead, and you'll get left in the dust when they inevitably lose interest.

Chin up, soldier. Chest out. Get marching to the beat of your own drummer.

ALPHA RULE 12:

CARRY YOURSELF WITH ABSOLUTE CONFIDENCE

Act like a king to be treated like one. Confidence will waver, but there are methods to keep your “ambient” confidence at a healthy level. Live every day “walking the walk.” Once you’ve established a core level of confidence and your inner game is solid, you can develop your “Outer Game”: the specific techniques you use to approach and build attraction and rapport with women.



If you pay close attention to the subtext of all of this information, you're going to notice a common thread running through just about every one of these Rules. Everything about becoming an attractive Alpha Man comes down to **CONFIDENCE**: possessing it, and projecting it so that women don't just see it – they *feel* it.

It would be easy for us to simply say “Be more confident.” But telling most guys that is like advising them to be taller, or to be a millionaire. Sure, it sounds like a great idea, but how are you supposed to actually get there?

Before we begin, a quick pep talk is in order for all you single guys hoping to find a meaningful relationship through this system. It should give your confidence level a quick boost right off the bat. *As a single man who is absorbing these lessons, you have endless opportunities in front of you.*

Just think of all the men you know who have “settled down” already. If they had read this book and applied these lessons earlier in life—if they were Alpha Men—do you think they'd have wound up dating or marrying the same woman they're with? Probably not. For every guy we know who is in a healthy, happy relationship, we know at least ten who – whether they care to admit it or not – would love to be single again and free to find someone who is more compatible with them (and, let's face it, looks a whole lot better in a bikini).

If you're currently single, this should be one of the cornerstones of your new, confident mindset. Your options really are limitless. You might meet the most spectacular woman in the world next weekend; she might come into your life a year from now. And you're going to be ready when the opportunities arise. As an Alpha Man, you *are* going to meet the kinds of women you've been hoping to hook up with. The difference

between the “old you” and the “new you” is that when you encounter them, you’ll be able to win them over instead of letting them slip away.

Now, let’s explain what it means to be confident. Without understanding the true meaning of the word, you’re left to your own devices to figure out how to get there. For most guys, this means no progress is ever going to be made. In fact, their confidence level is going to worsen over time. Every month that goes by without getting laid only makes a man more anxious, desperate, and unattractive. This means that if you *have* been in a dry spell, there is no better time than **right now** to break out of that downward spiral.

There are two forms of confidence that a man can have. The first is *skill-specific* self-confidence. If you’re particularly good at something, you feel confident when performing this activity. If you’ve played a musical instrument since you were a kid, you’re probably quite confident in your ability to take that instrument out and play a song. Maybe you’re a talented writer, or you know how to cook a few great dishes.

Chances are, you’ve got several of these areas in your life. (As you become an Alpha Man, charming the pants off of women will become one of your primary skills; this is the one skill *every* guy wishes he has!)

The other form of confidence is *ambient* self-confidence. This is the kind of self-confidence you feel when you’re not doing anything that involves one of your trained skills. You could call this your “trickle-over” confidence because of the way it’s boosted by all the other areas of confidence in your life.

Remember, confidence will ebb and flow, like the tides, and sometimes you just won’t feel that great because you’re in a funk or a down mood. The distinctive difference in an Alpha Man is that he chooses to NOT take action with women when he’s in that kind of mood. Just wait it out! This is a hallmark of emotional maturity, and a skill you must learn to develop, or else you’ll wind up saying and doing things you’ll regret.

The first strategy for developing your self-confidence is to take active control of your thinking. This means that you are not longer going to let your thoughts get away from you and short-circuit your healthy self-

esteem. The way you feel always comes from what you are choosing to focus your thoughts on, almost without exception. The why rarely matters.

When you're focused on the right "story" in your head, you're able to stay confident and happy. If you're always telling yourself, "She wasn't interested in me because I'm short/fat/bald/broke/whatever," you're letting your undisciplined thoughts take control and run amok. Events only have the meaning that *you* give them.

Recognize that there will be days when your mood is low, and your confidence will suffer as a result. You can simply ride it out and wait for your mood to improve, or take actions that will help boost your confidence back up. Things like:

- Do something you are confident or skilled in. Reach for your guitar, do some writing, hit the tennis court—whatever it is you're good at, do it now. By the way, this does not include playing video games. We don't care how good you are at fragging the aliens. Practice something that involves a genuine talent you've developed over the years, ideally a talent that other people admire about you.
- Go back and review a journal entry of a time you were in good spirits and feeling powerful. Remember the experience in as much sensory detail as possible. Re-live that feeling again.
- Call a friend or family member who's having a tough time of their own. This may sound like a mean thing to do, but you'll be amazed at how much better things will look in your life by comparison. Plus, you'll probably feel a lot better about yourself when you work to raise someone else's spirits.
- Have certain books with inspirational passages marked that you can refer back to and give you perspective.
- Use personal rituals to help you recall emotional states of confidence. Things like meditation and just mentally recalling past

successes and victories can do incredible things for your mood and your state.

The other side of this equation is to practice “**observing ego**” whenever possible. This is about being able to recognize when someone, or something, triggers an emotional reaction inside of you. It’s at these times that you must resist the old Beta Dog ways that led you from stimulus directly to response. As an Alpha Man, you must stop yourself and insert a moment of clarity and thought in between. Humans are unique in this respect, but seldom do you see us exercise this kind of restraint—whether it’s allowing our tempers to flare when we’re feeling stressed, or allowing anxiety to paralyze us from taking the next step with a woman.

The simplest form of practice is working on the dreaded “approach anxiety” that most guys have when meeting women. Each time you find yourself *reacting* rather than consciously *acting*, you need to hold yourself accountable. When you find yourself sitting on a bar stool waiting for a woman to approach you, not only are you being unrealistic (she’s never going to come over and introduce herself), but you’re also conditioning yourself to be passive. You’re letting your doubts and fears stop you from taking action. You start telling yourself, “I’ll talk to the *next* girl I see,” or you invent a rationalization: “She’s probably waiting for her boyfriend.”

When the average guy sees an attractive woman, a pre-recorded thought-tape starts playing in his head. Its purpose is to talk him out of doing anything. *“Dude, don’t bother. She’s probably already got a boyfriend. Besides, you’re not nearly rich enough or good looking enough for her. You remember the last time a woman looked at you like you were a piece of crap on her shoe? It’s easier to just forget about it.”*

This reaction must be short-circuited before it can start. Get up and start moving toward her. Don’t start to rationalize or talk yourself out of it. Observe the feeling, but act in a way that will break the old conditioning.

You can observe your ego in almost any social situation. Develop the ability to recognize your own thought mechanisms slipping into gear.

Once you recognize these pre-recorded patterns, you can then devise ways of managing and correcting them.

Values and beliefs: What do you stand for?

An empowering exercise you can use to raise your sense of self-esteem is to take a little time to inventory your beliefs and values.

Take out your journal (hopefully you have realized the value of keeping this ongoing record of your path on the way to Alpha Manhood), and set aside a page to list the things you believe in. These can be anything from the “rules” you lived by as you grew up, to the beliefs you formed about women, work, and life in general.



Here are some examples of our personal beliefs:

- Women want men to be strong and confident—and to lead them.
- James Bond movies are an excellent instructional tool for understanding the Way of the Alpha Man.
- Acting with chivalry and honor is one of the noblest pursuits of the Alpha Man.
- “Chick-flicks” may be suitable date movies, but the actors in them run counter to the true behaviors and beliefs of the Alpha Man.
- Pamela Anderson is still pretty freakin’ hot, even after all these years.

Okay, that last one was thrown in for fun, but you get the point. You need to figure out what it is you really stand for in this world, because

this will form the backbone of your Alpha Lifestyle. When the going gets tough, the Alpha Man knows exactly where he stands. And this feeling of having a solid foundation of values gives you a certain power and confidence in conversations with women (and men) that cannot be faked.

There's a saying: *Who you are speaks so loudly I cannot hear what you're saying.*

So sit down and go wild with this exercise. List everything you can think of that demonstrates what you stand for. List the big things first, and then keep going into the small things. Push yourself. The first few values and beliefs should come easily to you. It's the ones you have to work hard to uncover that you will find the most revealing. Somewhere around 30 or 40, when you're beating your head on the table is when you'll have an "Oh, Shit!" moment that will make all the lights turn on.

Trust us on this. The effort you put into this exercise will translate into greater confidence later on. It's like knowing you've got a parachute with you at all times that will save you from any social gaff or blunder. You will feel **safe**.

Skill-Specific Inventory

When we talk to guys in our workshops and during our consultations, one thing that has always succeeded in raising their sense of value and worth is what we call the Inventory Exercise. It's deceptively simple, but has perhaps the highest payback of any exercise we can recommend.

Open up your journal and make a list of all the things you can do well. Start with the things you were trained for in school, and then go into every area of your life: your hobbies, your special interests, your talents, etc.

Then, add to the list all the things you can do that are quirky and fun. These are great ones to tell a woman about when you're on a date.

Some quirky skills:

- Memorized “Pi” to 50 places
- Memorized a great scene from “Goodfellas,” word-for-word
- You do a dead-on celebrity impersonation
- Catching nickels off your elbow
- You’ve got a couple of killer card tricks.

Women would tell you this secret of attraction if they knew how: A major measure of a man’s self-confidence is his ability to risk embarrassment and just be a goofball. It’s one of the most endearing things a guy can do with a woman, because she knows that only a confident man can lower his guard and display his vulnerabilities—exposing his real personality and humanity.

The insecure and low self-esteem guys are all bluff and posture. We’ve gotten laid more by being the quirky, “fun” guy, than we ever have by being the rigid “cool” guy with no sense of humor about himself, or feels he has to put women down to make himself look more “valuable.”

Review these skills from time to time to renew your sense of self-confidence. They will form the basis of many conversations you have with women. Create a story about your goofy skill—how you came up with it, and why—and then show it to her.

Goals and Purpose

This one is the “big kahuna” when it comes to Alpha confidence-building exercises. Once you’ve established your foundation with your values list, and then established your sense of personal value with the skills inventory, you’ll want to take it to the next level with this one.

Very simply, you need to start taking the steering wheel of your own life. This means that you have to start **setting goals and figuring out your purpose**.

For now, don’t worry setting a huge master plan for the rest of your life. You don’t need to give in to delusions of grandeur. Start by establishing a short-term direction in which to aim. You can always modify your

course later, but right now it's important for you to start looking for that purpose in your life.

Maybe it's to be a father. Maybe it's to climb a mountain. Maybe it's to write the Great American Novel. Whatever your purpose may be, it's not going to just fall in your lap; you need to start actively seeking it.

Whenever we get in conversations with women, they get the most excited and interested when we demonstrate a passion and direction for life that we are heading towards. To put it another way, there's nothing more *unattractive* than a guy who doesn't have a clue where he's going and is being tossed about by life like litter in the wind.

"The difference between great people and everyone else is that great people create their lives actively, while everyone else is created by their lives, passively waiting to see where life takes them next."

- Michael E. Gerber

So how do you get started? It's actually very simple. Just get **SMART**.

SMART stands for:

- **Specific:** Your goal should be stated in definite terms. It's not enough to say: "I'm going to get better with women." You must be specific and say, "I'm going to increase my approaches each month, my phone calls, and join an online dating service." You need to have a firm game plan in mind, as to how you're going to accomplish this goal.
- **Measurable:** You have to be able to quantify the goal. How many approaches are you going to do? How many phone calls are you going to make? How many emails will you send through that online dating service? Give it a number.
- **Attainable:** Is what you're going after realistic for you, at your current skill level? If you haven't had a lot of experience picking up girls, it's not realistic to set a goal for "3 one night stands this

month.” It’s good to set the bar high for yourself, but if the goal is wildly unrealistic, your confidence will suffer when you find it impossible to attain despite your best efforts.

- **Rewarding:** Will this goal meet your long-term needs? Does the goal mesh with your values and character? (Sometimes the best things for us are what we *don’t* get.) But whatever you want, make sure it’s something that fits your lifestyle and direction.
- **Time-based/trackable:** Can you track the progress? Can you set a timeline for achievement? Create milestones toward accomplishing the goal so you’ll know if you’re on or off course. This keeps you working toward the goal.

When you reveal to a woman the fact that you’re headed somewhere in life, and you’re working on your goals—especially those goals that *do not* focus on women—we can guarantee she will find you more interesting and compelling than the average guy.

The Snowball Effect

Here are three other qualities of the confident Alpha Man. We refer to them as the Three “P’s”: Posture, Patience and Poise.

#1 Posture. “Carrying yourself with confidence” means more than your mental attitude: it also refers to your physical posture. When you enter a room, stand tall with your shoulders back and chin up. Move with purpose. Assume that when you show up anywhere—whether it’s a bar, a coffee shop or a job interview—the people in that environment (especially the women) are going to notice you and size you up. The way you make your entrance and move through the room is what forms their first impression of you. Look as if you’re familiar with the territory and comfortable moving through it.

#2 Patience. Super-confident men make it seem as if they’re in no big hurry, that all good things in life are *coming to them*. Insecure men complain loudly and behave obnoxiously because they’re being forced to wait in line, or because the waitress brings them the wrong dish.

Their tempers flare if they're trying to chat up a girl, and some other dude interrupts.

Alpha Men exude calm and patience. They also *avoid* situations that waste their precious time, so that they don't need to deal with this bullshit in the first place.

#3 Poise. When you're with women, it should feel like you move through the world effortlessly. Don't bring her to see the biggest new movie on the first Friday night that it opens, when you know you'll have to wait in line and struggle to find a decent seat. Don't bring her to the hot nightclub if you know it will mean waiting outside to get in. Make reservations in advance *every time* you bring a girl to a restaurant. This is part of making women feel that you are a protector and a source of stability and security.

Now, the examples listed above might sound like no-brainers; of course you don't want to have to stand around in line when you're on a date. But most men are so eager to agree to *her* suggestions that they fail to take into account the potential problems. Oftentimes it's the *woman* who suggests the movie, or the bar, or the restaurant, not realizing that it's going to be a mob scene once you get there.

This is another reason why the Alpha Man makes the plans and charts the course. You know that wherever you take her or meet her, the environment is not going to pose any significant challenges.

When problems arise—and they inevitably will—you must face them head-on, but handle them with charm. (Especially when it involves looking out for the girl you're with.)

When the average guy is with a woman, and an unexpected setback occurs, he gets frustrated and loses his composure. *The Alpha Man, on the other hand, views adversity as an opportunity for him to demonstrate poise and to showcase his charm.*

Let's say you're chatting with a girl at a crowded bar. The guy standing next to her, while chatting and laughing with his friends, keeps bumping into her arm. Your first instinct might be to confront him and tell him to

back off. The Alpha move is to politely get his attention and say, “Excuse me sir, I know it’s crowded in here, but would you mind giving my friend a little space? I’d appreciate it.”

If he responds politely by apologizing and giving her space, you might go ahead and tell the bartender to get him another drink, on your bill. It’s only costing you a few bucks, and you’ve just impressed your girl by not only protecting her, but handling the situation with grace and class.

Another example: you’re with a girl at a restaurant, and the waitress screws up her order. She wanted her steak well done, but when she takes a bite, she mentions to you that it’s undercooked—“but it’s no big deal,” she says. This is when you signal the waitress and tell her, “Excuse me, I know it’s busy here tonight and you’ve got a lot to handle, but my friend actually ordered her steak well done. Would you mind asking the chef to cook it a little longer? I’d appreciate it.”

Your date will probably make a little fuss and say “Really, it was okay, you didn’t need to do that,” but inside she’s thinking “This is a guy who is going to look out for me and protect me.” And that’s sexy.

You can take it a step further: at the end of the meal, when you pay your bill and leave a tip (whether you’re leaving cash, or signing your credit card receipt), say to your waitress: “I’m going to make sure I take care of you, because I really appreciate you helping my friend with her order earlier.”

Tip her more than you normally would. Nothing too extravagant. It’s not the dollar amount that matters, it’s the gesture. You’re not only showing your date that you’re a gentleman who rewards good service; you’re showing how important it is to you that *she* is given proper service and treated right.

A minor gesture like this can pay huge dividends—because make no mistake, your woman is noticing all of this and factoring it into her opinion of you. At the end of the night, when it’s time to either give you a goodnight handshake or invite you inside, these gestures can make all the difference in influencing her decision.

When a woman has a concern that you can fix for her, take direct action—but do it with courtesy and style. Too many guys think that being aggressive or confrontational towards other people is going to impress the woman they're with, or make them seem "important." Actually, the opposite is true. Men who exude impatience—or even worse, can't control their tempers—are hugely unattractive. *She* is the one who is going to have her little emotional waves; that's part of who she is as a female. You, as an Alpha Man, are the unmovable island.

ALPHA RULE 13:

BE SOCIALLY AWARE AND ADEPT

Understand and control social dynamics. View other men as potential allies, not as threats. Whether you're angling for a promotion or on a first date with a woman, social dynamics—within one-on-one interactions, and within the larger environment—can always be steered to your advantage.

Learn to view the world through the eyes of others, particularly women; identify their individual needs and desires, so that you can embody what is missing in their lives.



The great shortcoming of most “seduction systems”—and there’s a lot of it out there, some good and a lot bad—is that they fail to take into account the individual. Every man is different. You have unique strengths you must use to your advantage, and vulnerabilities you will want to shield. Plus, each man also has his own goals with women. This is why no cut-and-dry set of techniques can possibly yield the desired results for everyone.

There is, however, one constant: you must be socially aware and understand the dynamics that occur between people.

It’s equally important that you recognize the type of woman you are targeting. Her personality, and more importantly her needs, are ultimately what will determine how to maintain her attraction to you in the longer term. Sometimes a one-night stand is all you’re interested in, but if the sex is good and the girl is hot, you obviously want to keep her onboard as a sexual option or perhaps as a girlfriend. This is when your strategy needs to go deeper than the usual techniques. You can possess a strong “superficial” game—the ability to approach, initiate conversations, and steer it towards a close, whether that means getting her phone number or taking her home. But a woman’s interest in you can wane quickly. There are ways in which you can hook her on a much deeper level.

The bottom line is that most men are too self-absorbed. They only consider what they want from women: sex, or the right girlfriend, or the ideal physical package. They fail to take into account *what women might secretly want from us*.

Here’s the big secret you need to know about this. **No woman truly feels complete.** They all feel they are lacking something in their lives or in their self. Girls who are “8s” and “9s” are self-conscious about their

physical imperfections; the “10s” are tired of being perceived as bimbos and want to be taken seriously for their other qualities. Other women may appear to be serious and prudish, but yearn to explore the wild side.

Remember: *When a woman falls in love, it's usually with a man who seems to fill in the missing piece that she is lacking—or stirs the side of her she has repressed, but yearns to indulge.*

From now on, when you interact with women, you've got to train yourself to look beyond their exterior and obvious qualities (sense of humor, what she does for a living, great rack, etc). Find out about her missing pieces—the areas where she feels she is lacking. The more you talk to her, and the more effectively you guide the conversation, the clearer these areas will become to you. By presenting yourself as the guy who can fill in these gaps, who can *give her what she needs*, you're going to create a deep, meaningful attraction and rock-solid connection and rapport.

A lot of women fall under one of the following categories, or might be a combination of two of them. Keep these character types in mind. For each, there are specific strategies you can use to create attraction. Sometimes these strategies run counter to the methods we normally teach, but a warrior must adapt to the conditions on the battlefield. In certain situations, a different type of chick requires a different set of tactics.

The Fallen Star. We mentioned in our introduction how a lot of guys “peak” at a young age and it's downhill from there: Think of the high school football captain, the most popular jock in school, who winds up at age 25 stuck in a crappy job and is completely disrespected by women. Well, a lot of women also peak early. In high school and college they were stars on their social scene. Their looks and social status made them stand apart from the pack. Fast forward ten years and they're struggling to find themselves—working a mediocre job and dreaming of doing something else. Back in their glory days, the most popular guys in school chased them; now, they're competing with endless other women at the bars for guys who wind up banging them once and never calling again.

A Fallen Star is any woman whose friends and peers once lavished attention on her, but those days are gone. In the most extreme cases, it's a girl who was literally famous before, perhaps a former child actress. But chances are you're not going to come across a chick who used to star in a sitcom, and anyway, as we all know, these kids usually grow up to be total head-cases. All the time, however, you are coming across women who were "stars" in their own little world before reality set in.

New York and Los Angeles are full of these types. Every day, attractive girls from small towns arrive in these big cities with their heads full of dreams. These dreams are quickly snuffed out when they realize the insane amount of competition they're up against. The small-town beauty who was the star of her college drama program, the one who everyone thought was destined for Hollywood glory, winds up waiting tables and going to cattle-call auditions where she is just one of a hundred aspiring actresses who are as beautiful—or more beautiful—than she is. In New York, the girl who ran her college newspaper and got perfect grades winds up slaving away as an intern.

Or, the Fallen Star could be a divorced woman in her 30s or 40s who was a dynamo in her younger years, before marriage and having kids forced her off that track. She used to be a wildcat on the party scene, turning heads every time she went out. Then she became a wife and mother and her "stardom" ended; she went from being the center of attention to being an underappreciated housewife. Now she's single again and back on the dating scene, but she's self-conscious. She sees the hot young chicks at the bars and she feels old, out of step, unattractive—even though she's a total MILF.

Now, what if a guy comes along who makes her feel like a star again, who plays to this inner yearning and lets her shine? Who encourages her youthful, wild, naughty side? She's going to love every second of it. She won't want to let this guy go. But while he makes her feel like the star, the center of attention, it's *him* who is completely in control.

Attention is like an addictive drug. Women who once basked in attention and recognition will always have a side of them that yearns to feel that glory again. Get her talking about her glory days, and notice the

way her face lights up. Indulge her. Flatter her. Ask her to tell you more about her college days, when she was the leader of her sorority and one of the hottest babes on campus.” If she’s older, avoid serious “grown up” topics as you’re building your bond with her, and talk about the side of her that still loves to party and cut loose—or the days when she was younger, before her failed marriage, when she was the queen of the scene.

Don’t give the Fallen Star any sense that you are competing with her or trying to “one-up” her by talking about your own accomplishments. And never give anyone that sense that YOU are a Failed Star and your own glory days are behind you. There is nothing more pathetic. You had great times back in the day; you’re having great times now, and it’s only getting better. That’s the vibe you should project. Your life is an epic book, and the most exciting chapters are yet to come.

The Drama Queen is a category of female that has ruined many a man. A lot of guys find dating (or God forbid, *marrying*) a Drama Queen exciting and titillating. At least it’s never boring. But most guys don’t understand how to handle these women, or what they’re really looking for. They allow the Drama Queen to consume them with her endless complaints and problems. They indulge the drama and try to be sympathetic. But this is the wrong approach, because it isn’t what Drama Queens really want. They don’t actually want resolutions to their problems; they thrive on conflict and always want to be in the “victim” role. The nicer the guy is, the more she’ll push his buttons and create arguments out of thin air.

The only way to handle a Drama Queen is to give them what they want. You’ve got to inject drama into the relationship. Snub her and withhold affection until she’s pleading for it. When she accuses you of cheating (Drama Queens love this ploy), don’t take the bait and try to convince her you’re Mr. Faithful. Blow her off. Even better, accuse *her* of cheating and make her freak out and defend herself. Because drama and victimhood is what she craves, she’ll be bonded to you as long as you provide it.

We see relationships like this all the time, like the super hot stripper chick who’s been involved for years with some bad-boy loser. She sticks

with this guy even though he treats her like crap and cheats on her. They're constantly fighting and breaking up, but she always goes back to him. Why? Because she's a hardcore Drama Queen and he provides her with the turmoil she craves. The worse he treats her, the more reasons she has to bitch and cry to her friends. This is how she *wants* it to be. If the sweetest, most romantic guy in the world came along tomorrow and swept her away, she'd wind up chewing him up, spitting him out, and finding another creep who will mistreat her.

You've got to thrive on drama yourself if you enjoy dating these needy, neurotic women. Otherwise, cut these chicks loose, or even better, don't get involved in the first place.

The example we related above—the super dramatic stripper—is an extreme one. But Drama Queens come in varying degrees; you may have dated one and not even realized it. Every time she complained to you, what she really wanted was conflict—not the solutions that a “nice guy” is always trying to provide.

Seek out women who only *support* your ambitions and allow you to focus on your goals. Drama Queens don't care if you're busy trying to put together the most important deal of your career. This is when they *really* start demanding attention in order to provoke a reaction.

The Stunner. This is a girl who is flat-out HOT. Not an “artificial beauty” who only looks good wearing a pound of makeup and pair of huge silicone tits. This girl is a natural stunner; ever since she was a child, people have been telling her how beautiful she is.

You might think this would result in a giant ego, but this isn't the case. The Stunner has insecurities you don't suspect. Her striking looks have caused people to treat her differently her whole life. Being extraordinarily good-looking can actually be lonely. Girls tend to be jealous of her and distrust her, worrying that she's going to steal all the guys. People make all kinds of negative assumptions about her without even getting to know her: that she's stuck-up, shallow, fake, that she must be a bitch. Guys are transfixed by her looks, but never think there's much going on beneath her surface.

The key to scoring with the Stunner is to identify and validate the good qualities that lie beneath the surface. Ignore the fact that she's incredibly freakin' hot; never mention anything regarding her looks. Instead, compliment her on her sense of humor; her compassion; her aspirations. Compliment her on what most guys probably never see in her.

Another important thing to know about Stunners is that they are so used to being pursued, they rarely have to pursue a guy. But all women crave this challenge. The Stunner doesn't want the guys who throw themselves at her; they want to win the guy who is desirable to other women and "hard to get."

This is why most Stunners have a "bad boy" ex-boyfriend who they were madly, passionately in love with—but the guy treated her badly and broke her heart. This was probably the first guy she got involved with who made *her* do the chasing, who made her feel like she constantly had to prove her love. She relished this because it was a completely new experience.

Using a "push-and-pull" strategy with Stunners is even more effective than it is with other women. Limit your availability. If drinks and dancing at the nightclub turns into a make-out session, ease back and tell her you want to "take things slow." Never call her back right away. If you're going to meet her in a social environment, bring a couple of female friends along and stir her competitive instincts. Make her *work* to win you.

Knowing how women act and react based on their personality types will help you achieve the goals you desire with them.

The other side of this Alpha Rule is that you must know what is going on in the social situations you encounter out there. A large majority of guys are pretty clueless when it comes to social dynamics, and it's typically these guys that have the most trouble with women. They expect that a social interaction should be comprised of simple black & white rules, but they don't understand that it's actually as gray a situation as you can find.

Yes, there are some social rules out there, but all of them have exceptions – and these are caused mostly because of *other social rules*. But once you devote yourself to watching what happens when people get together and talk, party, have fun, argue, whatever, you'll see that there are common situations to prepare for.

The first thing you must know about social interactions is that we all want to be recognized and appreciated by others. When someone talks to you, unless it's a strictly business information exchange, you must realize that they are really looking for a *connection* of some kind. They'll feel this connection as a result of either boosting their ego (for a guy), or experiencing emotion and acceptance (for women.) Once you understand that we all have these primary needs, you'll be much more effective when you seek to give people what they need. Where most guys fail in social situations is that they let their own selfish desires and self-centered viewpoint get in the way of recognizing what *other people* need.

Zig Ziglar once said, "You can have anything you want in life if you'll just help enough other people get what they want."

We are all selfish. It's human nature. Even the woman who gives all her time to charity work and helping the poor is selfish because that work makes her feel good in some way. So it's up to you to acknowledge this fact and use it to your advantage.

You must make a lifetime study of the social games we engage in when humans interact. It's a fascinating and infinitely complex area of study, and it will reap you dividends beyond your wild imagination when you see how easy it is to empower other people to help you with your goals.

ALPHA RULE 14:

KEEP YOUR OPTIONS OPEN

Never make commitments until you are ready to do so. Avoid the trap that most men fall into: rushing into committed relationships with women out of desperation or fear of being alone. Part of the growth process is dating a variety of women, in order to develop your understanding of them, of yourself, and of what you ultimately want.



Feeling powerless around women is a terribly frustrating way to go through life. Being the eternal “the single guy,” while your friends are in relationships or getting laid on regular basis, can be agonizing.

But there’s a scenario many of these guys find themselves in which is even worse in the long run: they finally wind up meeting a girl and plunge into a serious relationship with her, despite the fact that she’s not right for them. They overlook her flaws because they’re thrilled to be rid of their “single” status and have an alternative to masturbation. Mostly, they just know do *not* want return to being alone and dateless.

Here is one very important attitude chant that we want you to repeat every day for the next 60 days:

“I am better off alone than with the wrong woman.”

When a guy who’s been alone for awhile applies the Alpha Rules, he will achieve an entirely different set of results. Even if the girl he winds up meeting is terrific, he’s not going to instantly surrender his single status and take himself “off the market.” He’s going to **leverage the situation**. Now that he *knows* he can get a quality girl, he’s going to seek out others. Success breeds more confidence. With a girl “in the bank,” he’s not going to act with same sense of desperation that he did before.

The Alpha Man cultivates a *stable* of women. He keeps his options open, until the day comes when he decides he wants to settle down with a girl who is so unbelievably awesome that he wants nothing more than to spend the rest of his life with her. He puts no time frame on this. There is no “deadline” or certain age by which he must make this choice. And why should he feel any pressure to do so? Unlike women, he’s not ruled by a biological clock. He’s having the time of his life—dating and

sleeping with a variety of fun, sexy girls. There are certain women who can accompany him to business functions, and others he enjoys seeing for a wild night on the town. Then there are girls he just meets for sex and quiet time. And every time he leaves the house, there is the opportunity to meet even more *new* women.

A lot of women would frown after reading that paragraph. They'll say a guy like that must be a "player" or a "dog." But that's simply not true. When it comes to women, the Alpha Man really can have it all—but as we'll explain, he does it with integrity and honesty. He doesn't *need* to lie to women about his intentions. In fact, by being completely up front about the fact that he's dating multiple women, he makes himself *more attractive* to the new women he meets!

Does this sound far-fetched to you? Well, allow us to explain this further. Because you have the power and the potential to *be* this guy—to date as many women as you want, on your terms, and have a lot of great sex and fun experiences without ever creating any resentment or hurt feelings. And if you're like most guys, and dream of one day marrying and having kids with the most spectacular girl of them all, dating this way and *keeping your options open* is what will eventually lead that woman to you.

Here are some the primary reasons why you must keep your options open:

1) You need a frame of comparison.

If you don't date women consistently and expose yourself to the many possible combinations of personality, attitude, and looks, you'll always suffer from the "grass is greener" syndrome. This happens when you find a good woman, but you find yourself attracted to every new woman that comes along—simply out of novelty. When you've experienced a lot of women, you'll be able to better select the woman you want—and give her the man she needs. And you'll know how to stay faithful to her, knowing that you've already shopped around.

2) If you jump in too soon, you'll freak her out.

Guys have a tendency to lock-in their options when they think

they've landed a woman they want, usually to avoid that uncertain and jealous feeling that she might be seeing other guys. This is a scarcity mindset that you must purge from your life, because a woman interprets your haste to become exclusive as neediness and desperation—signs of a man who is of low confidence.

3) **Perceived Value**

Women want what other women want. You want her wondering and fantasizing about you when you're not around. "What's he doing? Who is he with?" Remember, that which is common and easy to get is taken for granted.

4) **Attitude and Confidence**

When you set your sights on one woman to the exclusion of all others, you lose the buffer of confidence you have when you're seeing multiple women. If you've got a bunch of girls in your life, the loss of one of them will not trouble you, and you won't fall into an obsessive downward spiral if one of them pulls away or disappears. Would you rather put all your money on one number in roulette, or bet on several and balance the odds in your favor? Having options makes the Alpha Man's life more rich and exciting, which in turn jacks up his confidence to an even higher level.

The average man follows the same basic pattern as a guy named Bob whom we met at one of our seminars. Read his story and see if you spot any similarities to your own situation, or to what any of your friends may have gone through.

Bob, now 42-years-old, has had a rough romantic history. While making steady progress with his career, he always found himself frustrated and disappointed with his dating life. He made efforts to be social—going to bars on the weekends, attending parties, joining an online dating site. He had female friends who kept telling him he was a "catch" and tried to fix him up with their single girlfriends.

But nothing ever seemed to pan out. Bob would meet girls and go on one or two dates, but the relationships didn't go anywhere. In some cases, the girls just weren't into him. In other situations, Bob found himself comparing the new girl against his ex-girlfriend Joyce, who was

the closest thing to a “soulmate” he’d ever known. Because the other girls didn’t measure up to her—the way Bob remembered Joyce, she was absolutely perfect—he would break things off before they went any further.

It had been two years since Bob had been with Joyce, but he still hadn’t gotten over her; his buddies were sick and tired of hearing him lament about “the one that got away” every time he got drunk. Bob worried that he would *never* meet another girl like Joyce. In the meantime, as the months went by, he became increasingly lonely and anxious about being single.

Then one day, Bob met a girl, Sarah, through a mutual friend. They started dating, and for the first time in years Bob was getting laid on a regular basis. He felt a great sense of relief at not having to brave the “singles scene” any longer. Sarah was in her early 30s and was looking to have children soon. All of her friends were married with kids. Bob didn’t quite feel ready for all of that, but he worried that if he didn’t commit to her, he would lose her and have to return to the single (and sexless) life again.

And so, he proposed—against the advice of his buddies, who felt Sarah was too clingy and possessive. Sarah immediately went to work, planning her “fairy tale wedding.” Bob sucked it up and hoped for the best.

Four years later, Bob and Sarah were divorced. Bob tried to return to the singles scene, but after four years of marriage and no social life, he felt too old to be hanging around bars trying to meet chicks. He felt like he’d aged twenty years since his single days. He also felt awkward about the fact that he was divorced. He figured that having this “baggage” would cause most girls to rule him out.

This is when Bob came to us, seeking help. We put him through some Alpha “reprogramming” with the Rules that you’re reading here, and now he’s back on the scene like never before.

One of the most important principles we stressed to Bob is that as an Alpha Man, you need to **keep your options open**. Be very aware of the

fact that once you begin applying the lessons in this book, you will begin to experience more success with women. They'll be eager to accept your invitations to take them out on dates. Your social calendar will be a lot more full than it was six months ago. When you go out with your buddies to bars, clubs and parties, you'll usually leave with at least one phone number and a new possibility.

This is where the Alpha Man behaves differently than the average guy. The Alpha doesn't feel a sense of urgency to commit himself to women, or to "take them off the market" before a more desirable man comes along and snatches them away. He's not in a rush because he has an *abundance* mindset.

Use Age To Your Advantage

At 42, Bob told us he felt "old" to be back on the dating scene. He couldn't have been more wrong. In regards to age, there is a critical distinction between men and women that you need to keep in mind. As a man, your options actually *increase* as you get older. For women, the options *decrease*. The 27-year-old who is the hottest chick at the club right now is on a downhill slope; she's going to be past her prime in only a few years, and may already be looking to cosmetic surgery as an answer. Many of the high-status men she associates with aren't going to be interested in marrying a woman who is in her 30s, when they can have younger girls who don't have ticking "biological clocks" compelling them to find a husband and father to their kids.

On the other hand, most men become more desirable in their 30s and into their 40s. They're more secure in their careers, earning more money. If they've been out there dating, they possess far more knowledge of women—and of their own wants and needs—than they did when they were in their 20s.

Furthermore, there was no reason for Bob to feel awkward about being divorced. In this day and age, with divorce rates over 60% in America, there's nothing unusual about a marriage not working out no matter how old or young you are. Many women actually find divorced men to be more attractive than men who've never been married. By attempting a marriage, even if it didn't work out, these men have shown their

willingness to make the ultimate commitment. In the eyes of women, this elevates them beyond all of the men who are scared of commitment (which is most of us).

Having a marriage under your belt is also a form of social proof; if a woman was willing to marry you, you must have attractive qualities.

***NOTE:** If you are divorced and meet someone new, you must speak of your ex-wife the way you would speak about an ex-girlfriend; never say anything disparaging about her, no matter how horrible the divorce was, and make it sound like you parted as friends. This is a sign that you are emotionally mature.

So, does dating a variety of women mean you're a "player" or a "dog?" Only if you mislead them about your intentions. When Alpha Men date, they do two things that prevent them from having to deceive women and sneak around. They are **honest about their intentions** and they set **dating parameters**.

When the average guy meets a girl that he likes, his natural instinct is to express interest and establish that he is totally available. He doesn't want her to think that anything stands between the two of them developing a relationship. If she asks him if he's "seeing anyone right now," his immediate answer is "no." He might even mention that he's looking for a girlfriend or a serious relationship, believing this will make him look like an attractive candidate.

But when a man does this, he is usually shooting himself in the foot. Most guys who behave this way are in one of two scenarios—and when they broadcast their availability and their eagerness to find a girlfriend, they create a negative chain of events.

Scenario #1: You're honestly looking for a one-on-one relationship, and this girl you've just met is awesome. You'd love to be her boyfriend and sleep with this girl every night of the week from now on. But by establishing up front that you are looking for a relationship, and not seeing anyone else, you make yourself *less attractive* to her.

Why? Because now, she doesn't view you as a challenge. You're basically telling her, "You can have me if you want me—I've got nothing else going on."

Have you ever met a hot chick who you were strongly attracted to—and you think the feeling might be mutual—but you know she's already involved with another guy? *The fact that she's involved with another guy...but sending you signals...makes you want her ten times more! And you'll work ten times harder for her.*

We're programmed to crave the things we can't have. This internal drive, the instinct to push harder towards the things and material possessions that we've been deprived of, can lead us to accomplish huge things in life. The Alpha Man applies this drive towards women. The most attractive females, the ones who are desired by the most men and present a formidable challenge, are the ones he is going to focus on. On the other hand, when women throw themselves at him, he might enjoy some one-night stands—but these girls can't hold his attention for very long, because they present no challenge at all.



When it comes to finding a mate, women possess an even stronger competitive instinct than we do. Picture a kitten. You're dangling a piece of string over it, just out of its reach. It will leap up in the air, swiping at the string with its paws, desperately trying to grab it. It will keep trying to the point of exhaustion; at that moment, nothing in the world is as important as getting that string. But if you simply drop the string into the kitten's paws, it will play with it for a moment, look at it, and then leave it and walk away. The string no longer holds any appeal, and the game is over.

Now, picture yourself as the string. As a self-assured Alpha Man, women are going to come after *you*. They're going to send you all the signals: flirting with you, dirty dancing with you at the clubs, texting cute messages to your phone, calling you in the middle of the night for a booty call. Accept every invitation, and a highly desirable woman will

eventually lose interest. Keep yourself just out of reach—giving yourself to them only in small, limited doses—and you will become the sole object of their focus.

Now let's look at ...

Scenario #2: You're seeing various women. Maybe there are a couple of girls you go out with occasionally, and another girl you hook up with once in a while when you're both horny. Settling down is not even on your radar. But you never want women to think you're a "player," so you tell all the girls you meet that you're single and not seeing anyone. And each of the girls you're involved with thinks they are the only woman you're spending time with.

Inevitably, these girls are going to start thinking they're in an exclusive relationship with you—because you gave them no reason to think otherwise. And you don't want any of these girls to know about the others, since it would upset them. You have to be careful to hide the fact that you've got other girls in your stable; you're constantly making up excuses why you aren't available when one of them wants to see you. This causes you unnecessary stress, and could lead to an ugly blowup when one of them finds out she's not the only one sleeping with you.

The Alpha Man doesn't let it get to this point. He knows he's going to save himself headaches and stress, AND make himself more attractive to all women, by establishing up front that he's not devoted exclusively to anyone.

This may strike you as odd. Is it really possible for you to meet someone new, admit to her that you're seeing other girls, and have her accept it—and actually be *turned on* by it? The answer is yes. You've just got to be careful in how you phrase it.

Wrong Approach #1:

HER: "So are you dating anyone right now?"

YOU: "Nothing serious, just seeing a few different girls."

Wrong Approach #2:

HER: "I'm surprised a guy like you doesn't have a girlfriend."

YOU: "I prefer to play the field."

Alpha Approach:

"I'm seeing a few people, but just on a casual basis. No one has really stood out yet. I'm keeping my options open."

By taking this approach, you're not shutting the door in her face. In a perfectly pleasant and honest way, you're telling her that you are a desirable man whom women find attractive. An answer like this creates huge social proof. If she's interested in you already, her interest level is going to ratchet up a big notch when she hears you say this. You've kicked her female competitive instincts into gear.

The other principle you must follow is **setting parameters** once you are in a relationship. In this case, we define the word "relationship" broadly—it simply means you are spending time with a girl on a regular basis (and hopefully sleeping with her). You must establish that you lead a full, busy life and you are **making time** for her. You are not going to be available to her constantly, and there are other priorities in your life that take precedence over her sometimes.

There will be Saturday nights that you want to spend with the boys. There will be weekends when you go out of town without her. There will be days when you don't return her phone call, because you've got work to handle.

If you set these parameters from the start, women will be very accommodating towards an Alpha Man. She will feel fortunate that you've made room in your life for her, and she will appreciate the time you spend with her—even if it's only a five-minute phone call, just to show her you've been thinking of her.

On the other hand, one of the biggest mistake that guys make, when they meet a girl they like, is making her feel that she is their absolute priority. This is when you see pathetic situations where guys allow their

girlfriends to cut them off from their buddies; they can't go out socially without their girlfriend in tow (if they're allowed to go out at all). If they don't return the girl's call within an hour, she's going to give him shit about it.

He surrendered control early on, and now she is intent on maintaining that control. Pretty soon, you ask him to go out and have a drink and he uses that tired phrase: "I gotta check with *the boss*."

The key with parameters is that you must establish them very soon in the relationship. You have a limited window of time in which to create these ground rules. Six weeks into a relationship, if you've been spending every weekend with her, it's going to create hurt feelings and jealousy if you suddenly tell her "Sorry hon, this Saturday I'm going out with the guys." On the other hand, if you established from the beginning that your friends are a priority and you have regular "boys nights out," these hurt feelings will be avoided.

These parameters must be non-negotiable. If she complains, be firm: you'd love to see her soon, but you've got other plans. As we said before, as long as these parameters are set early her complaints will be minimal. It's when you try to *change* the parameters months into a relationship that things get ugly.

That Saturday night, while you're out with your buddies having a blast, she'll be thinking of you. But she won't be angry and hurt; she'll just be missing you, and looking forward to a time in the future when you will make yourself available to her. Her feelings will crystallize even more, and she'll be yours. That's the position you want to put women in, and that is where you must keep them.

ALPHA RULE 15:

**ELIMINATE DISTRACTIONS
AND
MOTIVATION KILLERS**

Remove from your life that which does not serve your goals or move you towards your Great Destiny. Disqualify without mercy; don't hesitate to rule a woman out if she behaves unacceptably or possesses traits that are intolerable to you.



Life is full of obstacles and challenges that stand between you and getting what you want. In fact, the chaos of the world will do everything it can to stop you from staying focused on your goals and achieving everything you can. For every grand objective you put in front of yourself, dozens of small distractions will arise.

Do not let distractions turn into excuses—and eventually, crippling obstacles.

Motivation is the gas that fuels your life. Without it, you will stall and find yourself pulling into the nearest gas station—where you may spend the rest of your life if you're not careful.

There are three primary steps to getting and staying motivated.

1) Figure out what motivates YOU.

Each of us has a unique “key” to unlocking our inner sense of motivation and drive. It's your job to figure out this motivational key and leverage it, so that it keeps propelling you forward.

For some guys, getting rich is their main motivator. For others, it's the allure of women and the comfort and pleasures they bring. For other men, it's career aspirations. Whatever your particular motivation is, you must find it and use it as the carrot on the end of the stick to pull you forward in life.

Also realize that you're motivated, in a sense, even when you're chilling on the couch doing nothing but watching TV. In this case, *something* is motivating you to NOT take action, and you've allowed this “de-motivator” it to kill your forward drive.

We all need to take an occasional time out and zone out in front of the tube. But stay aware of the fact that during all of our waking moments, our actions (or lack of action) are driven by either inner motivators, or

de-motivators. The key is to *break* the pattern of allowing de-motivators to rule your life and hold you back.

Establish what *your* main motivator is right now. Then...

2) **Motivate yourself every day.**

Guys ask us all the time: “Is there a way for me to get motivated once, and have it stick? Why do I keep falling back into the same patterns, and need to figure out ways to get motivated again?”

This is often a complaint of guys who attend a lot of workshops and read a lot of self-help books. They get a brief “buzz” of motivation, then lose it after a few days or weeks.

The answer is that you must motivate yourself *daily*. Read books that motivate you; if you discover a motivational book that is extremely powerful, buy a second copy. Keep one on your nightstand and one in your office. Refer to it throughout each day. Highlight it and make notes in it. Watch movies that motivate you, and hang around people who motivate you. Make this a daily routine, and in time, feeling lazy and de-motivated will feel like an unnatural state. Instead of lying on the couch and zoning out for hours, you’ll be thinking of all the things you could be accomplishing—whether it’s exercising, reading, or working on that business idea you’ve been kicking around. Or, you could be out socializing. There is always something you can accomplish on that front, between meeting new women and expanding your social network.

Which leads us to the last, and probably the most important, step...

3) **Remove DE-motivators.**

We don’t realize just how many things pull on us in life. There’s your family obligations, your work obligations, your taxes, your car needs washing, your bathroom is dirty, your needy friend who always calls you with his problems, and on and on and on. Your life is an endless chain of to-dos that never ends. As the saying goes, when you die your in-box will still have stuff in it.

This is why it's so critical that you get rid of the things that hold you back or remove your sense of forward motion. A ship dragging an anchor not only moves slowly—it will eventually hit a snag and get stuck.

First, you're going to need to separate the good from the not-so-good when it comes to your friends. There are guys that are positive in your life, to be sure, but most of us have more than our share of anchors pulling on us. To live a fully realized Alpha Man Lifestyle, you must choose your friends wisely. They need to *deserve* a place within your inner circle and they must **encourage** your forward momentum. Most guys will not, so it is very important that you view this with objective eyes. Most of your friends will be envious and subtly work against your forward progress. It may sound cynical, but it's true. You can have your success or your current social circle, but not both.

Some guys are good for some things, and not so good for others. It's rare to have a "Universal Friend" good for all areas of your life, especially when it comes to going out and meeting women. Most guys lack solid game, and this hindrance will damage your motivation and learning curve when you go out to improve this area of your life.

There are also guys that will be a drag on your lifestyle because of their negative attitude. Guys who are sullen, misogynist, or always spinning things the wrong way will have the same effect on you as a passenger in your car that is constantly reaching over and yanking on your steering wheel. You might wind up getting where you want to go, but the ride's going to be bumpy, dangerous, and damn frustrating.

Few guys have what it takes to be a solid wingman. The guys in your circle who play this role for you must be positive, motivated, and growth-oriented. Watch out for misogynists, haters, players, critics, or other guys with attitudes that do not reflect your Alpha Mindset and Lifestyle.

Ideally, head out with a wingman whose game is stronger than yours. Otherwise, it should be someone who might not be at your level of skill and confidence, but they're motivated and excited to learn. They will at least help you stay out in the field and improving your abilities. The best

wingman is a guy who can push you out of your comfort zone without blowing away your game.

As for anyone who *disrupts* your game or lessens your chances of hooking up with women—there are a lot of “haters” out there who’d prefer to see you stay sexually frustrated, just like them—cut them loose. You can still hang out with them if they serve some other function in your life, but forget about having them accompany you when you’re looking to meet women. With buddies you’ve known forever, be aware that you may have gotten so immersed in their negative and self-defeating mindset that you are mistaking codependence for friendship.

As Tony Robbins says, **the single most powerful factor on your success in life is your peer group**. Having inspiring, supportive friends is going to help you achieve your goals faster (while having a lot of good times along the way). The effects of hanging around and being influenced by the wrong people can be even more profound—but in the opposite direction, towards failure and regret instead of success.

Other distractions in life you must stay aware of, and either tone down or eliminate:

Television. By the age of 70, the average American will have spent about 7-10 years of their lives watching television, living someone else’s experiences. Life is outside, not in that box. Throttle down your viewing to a minimum, and never watch the evening news. Their skewed and negative distortion of world events is depressing and often inaccurate.

Overindulgence in entertainment like movies, games, strippers, etc. Yes, you need to blow off steam once in a while, but maintain balance. Many of us are so addicted to our recreational activities of choice that we never find time to make our own unique contribution to the world.

Porn. We like to call porn the “simulated girlfriend.” It’s a fantasy that leads to a quick masturbation session, and thus saps your willingness to go out and meet a real woman that could give you real sexual satisfaction. It also distorts your understanding and image of women.

Preoccupation with sports. Play sports, and occasionally watch sports, but don't make it a way of life. Again, if you know more about your sports team than the things that bring you direct success in your lifestyle, you're just living vicariously through the achievements of others.

Work. While work is a very necessary part of your life, you should always be looking to make your own unique mark on the world. Too many guys use their work-a-holism as a way to shore up a thin sense of self-identity. Let your work be a passion, but don't let it consume you.

Meaningless associations. This includes chat rooms, Myspace pages, online multiplayer games, or any other simulated socialization. Get out of your house, dude. Don't lie on your deathbed regretting that you never traveled the world, or that you sat home and surfed the Web every night in the prime of your life. Virtual lives are like artificial sweetener: similar, but not nearly as fulfilling as the real thing.

Perfectionism. Striving for perfection, demonstrating a perseverance to get things exactly right, may seem admirable. But for many so-called "perfectionists," it results in nothing but a ton of wasted energy and procrastination. Almost all chores and activities in life need only be done *reasonably* well. Yet we waste our time organizing closets and desks and putting final touches on things that will never make a difference, just to avoid the next difficult or uncomfortable task. It's the old 80/20 Pareto Principle. Over 80 percent of the benefits and results are contained in the 20 percent zone of your effort and actions. Don't waste time in the wrong zone.

Here's another set of percentages to keep in mind. 90% of success is simply getting out there and doing it. Only 10% of success is a result of information-gathering (such as learning from books and other sources). This book, for example, gives you a wealth of knowledge about meeting and attracting women—but even if you memorize every page, you've only traveled 10% of the path to success. The rest comes from applying it in the real world and putting these methods into action.

As powerful as this material may be, two hours in the field interacting with women in real social environments is more constructive than two weeks studying at home in isolation.

***"Knowing** is not enough; we must apply. Willing is not enough; we must **do.**"*

- Goethe

Get out there and relish all the wonderful experiences the world has to offer you. None of us are getting any younger.

DO IT NOW: Put down this book, call two of your friends, and set up a time to meet for a drink or dinner.

ALPHA RULE 16:

CULTIVATE SEXUAL POWER

Project sexual power, in and out of the bedroom. The best way to keep a woman in love with you and faithful is to show her a man that knows how to please her. This must occur on multiple levels.

We are men. Not women. Not fish, nor dogs or cats.

MEN.



And as such, we have qualities unique to us that we cannot deny, no matter how much the modern media may encourage you to. While we've (thankfully) passed through the feminist period of cultural change, we've now emerged into what could be called the "Gender Confusion" period. Women are being told they shouldn't have to depend on men in any way, while we're led to believe we must be softer and more feminine in order to be attractive to the opposite sex.

Before you start taking your cues from "Queer Eye For The Straight Guy," you must realize that this gender confusion runs counter to our biological programming. Our culture may have evolved, but we, as men, are still hardwired the same way we were 2,000 years ago. And women, whether they want to admit it or not, still look to us to provide the same basics functions our ancestors handled in the caveman days. They are attracted to men who can *protect* and *provide* and are instinctively repelled by men who are project weakness and insecurity.

Today's independent woman will often marry the sweet, harmless guy—one who puts up with her demands and brings home a good paycheck—but it won't work out in the long term. She smells the weakness all over him like cheap cologne. Eventually, she's either going to henpeck him into absolute misery as she tries to *force* his masculine side to emerge, or she's going to ditch him for a man who exhibits Alpha qualities.

We've all known couples in which the woman is constantly nagging the guy, and the guy is always buckling to her demands. What you're

actually seeing here is a woman who *wants her man to step up* and assume the masculine role, but he is unwilling or unable to do so. His timid nature has forced her to assume that role in the relationship, and it's a role she hates playing. It's not natural for a woman to "wear the pants" in a relationship.

She might act like she enjoys being the boss, but she really yearns to be with an Alpha Man who treats her like a WOMAN. This means a man who puts her in check when she gets bossy or emotional. It means being a source of STRENGTH rather than being passive.

You might think a woman who's always bossed her boyfriends around would rail against a man who suddenly puts her in her proper gender role, and lays out the path for *her* to follow. But the opposite is actually true.

Women don't feel threatened by Alpha Men. On the contrary, they feel relieved to be in the presence of one because it allows them to be comfortable in the gender role they were born to play. In a relationship, women don't want to lead and have to make the hard decisions. They don't want to be the source of emotional strength. That's *your* job.

The women who act the "bossiest" are usually crying out for a guy who is strong enough to put her in her proper feminine role.

First of all, you as a man need to understand the principle traits of being *masculine*. These are the things about men that are inherently manly. Don't be misled into believing that these qualities are bad or misguided. They are a natural part of you—and if you start channeling them in the right direction instead of suppressing them, they're going to help you achieve your goals with women and beyond.

Men are driven.

It's your job to figure out your life's goals and pursue them. A man who fails to achieve in life is going to feel unworthy and insecure. If you're feeling a state of confusion or apathy in your life, we're willing to bet you are not pursuing your goals the way you should be. Defining your goals and going after them aggressively is an inherently masculine trait.

Wandering through life without focus or direction is not only going to make you undesirable to women. It's also going to make you feel deeply unfulfilled, since you are failing to follow through on your genetic destiny as a man.

Men are emotionally durable.

Do you ever feel like the world is full of problems, and they're all crashing down on you? It happens. But don't vent these feelings to the people around you, and forget about sharing them with women. If you need help, get a therapist. They get paid to listen and offer advice. The reality is that most of the people in your life don't care about your problems, and the rest are glad you have them. (Misery loves company.)

Don't cry about where you are in life, or what happened to you. DO something about it. Keep your problems to yourself and never share your emotional weaknesses with a woman. If you think you're building bonds with women by sharing your failures and fears with them, what you're actually doing is cooling off any attraction they feel. Women appreciate a man who can show vulnerability at times, but they are turned off by men whom they perceive to be weak, needy or in need of direction. If you fall under one of these categories, start making the necessary corrections—and in the meantime, keep these issues to yourself and OUT of the conversations you have with girls.

Men have a powerful sex drive.

We naturally want to chase women. We like to look at women, and even when we have one woman, we want others. This is not to say that you can't curb your desire and be faithful and monogamous, but this is not a natural state for a man to live in. You will always struggle with the half of you that wants one lasting relationship and long-term security, and the other half that lusts after sex with someone new.

Don't feel ashamed of this internal conflict. It's how you are hardwired to operate. Realize that the male sex drive isn't a handicap; it's actually an incredibly powerful tool when channeled in the right direction. It has inspired men to lead armies and build empires. In today's world, it

inspires men to find better jobs, make more money, and improve their game. The drive for sex makes us better men.

Let's be honest: what is it that really compels single men to go to the gym, further their career goals, buy new cars and clothes, and do all those other things we supposedly do in the name of being a respectable member of society? It's really about the male desire to become more attractive to women and thereby find a way to satisfy their sex drives. If women didn't exist, most men would never find the motivation to work hard and chase the big money. Hell, they probably wouldn't be able to put down the Xbox controller and get off the couch.

As you go out there and start applying an Alpha attitude towards women, and start approaching and dating with more confidence, finding outlets for your sex drive is not going to be a problem. You *will* get laid. This is when you have to level with yourself about what is going to make you sexually satisfied. Do you really want to be in a monogamous relationship right now, or do you want to play the field and keep your options open?

Don't buy into the cultural standard that says you should "get serious" with a girl by a certain age, or settle down and have kids because being a bachelor is somehow wrong. In America, the average age at which men and women marry has been rising steadily over the years. It's not the same as it was in our parent's day, when it seemed odd if you were still unmarried at age 35. (In our grandparents' day, reaching 25 without tying the knot was enough to cause suspicion you might be "batting for the other team.")

A lot of men wind up marrying a woman whom they feel is "wife material," but continue to pursue sex with other women. We're not going to pass judgment on these guys, but we will say that adultery is often a dangerous game to play. For a lot of men, it winds up causing a lot more problems than it's worth. It can also serve as a major distraction to the goals in your life that are worth pursuing.

We say, why not just stay single for the time being and enjoy all of the options you have as an Alpha Man? Why is it wrong to lead the bachelor lifestyle well past the age when most of your buddies settle down? The

answer is, it's *not* wrong. The difference between Alpha Men and regular guys is that Alphas capitalize on their single status by dating different women and enjoying an awesome sex life. Regular guys look to end their single status as soon as possible, because for them, being unmarried only means loneliness, desperation, and shelling out for drinks at the bar that lead nowhere.

Men fix stuff.

The assumption is that guys are “handy,” that we’re better suited than women to fix cars and appliances and figure out how to work the remote control. The man of the house is supposed to step up and handle this stuff. Women expect it of us.

Alpha Men take this a step further. You don’t just fix things around the house; you fix problems in women’s lives. Women should know that if they express a problem to you, you’re going to take the bull by the horns and let them know how to handle it. When she vents to you about her pain-in-the-ass roommate, or how she’s being mistreated at her job, or how her ex-boyfriend won’t leave her alone, don’t just listen passively and be a shoulder to cry on. Take **ACTION** by providing a plan for her to follow.

“OK, Lisa, this is what I want you to do. You’re going to talk to your boss and tell him you’ve been working very hard to get this project done, but you’re going to need some help so that you can get it done exactly the way he wants it.”

“This is what I want you to do, Monica. You’re going to talk to your roommate and tell her she needs to respect your space and your privacy, because it needs to be a comfortable living situation for both of you.”

You get the idea. Instead of being passive or offering wishy-washy suggestions, lay out a solid **plan**. This shows that you are decisive and you’re a problem solver. It’s also a much better alternative to listening to her talk endlessly about her issues. Hear her out, and then cut straight to the heart of the matter and create a solution.

It doesn't really matter if your "solution" isn't the best possible approach. Notice the phrasing used in the above example: "This is what I want you to do." You're giving her *direction*. You are establishing yourself as a leader. Whether she ultimately takes your advice or not, she's now going to regard you as a guy who is A) looking out for her best interests, and B) a decisive leader who doesn't sit on the fence. Complaining (or listening to someone else complain) is a waste of your time; you're about getting things done.

Men possess superior physical strength.

Men are the physically stronger of the two genders. It's not even close, and that includes the 240-pound lesbian who lifts weights at our gym. (We're pretty sure we could take her.)

When men get angry, they're more likely than women to lash out physically. Women, on the other hand, tend to turn their anger inward. Alpha Men, however, learn the art of self-control and manage these instincts. The Alpha Man isn't the tough guy in the bar with the quick temper. He's too busy chatting up girls and spreading positive vibes. He also knows one of the fastest ways to send women scurrying in the other direction is to engage in a confrontation with another guy. (The guys looking to get into bar fights usually do so because they need an outlet for their sexual frustrations.)

Our superior physical strength is a fundamental masculine trait. Women love a strong man, since this signals that you are capable of protecting her. If you're going to get serious about becoming an Alpha Man, start building up your strength through working out, or study a martial art. You don't need to be a bodybuilder. Adding some lean muscle mass to your frame will boost your confidence level substantially, and women will take notice. A few months in the gym, following a good diet and workout routine a few times a week, can do wonders for your self-esteem, as well as your strength and energy levels.

It's also a cool "seed" to plant during conversation: "I've been real busy lately, especially with this new workout routine I'm doing at the gym. I try to stay in good shape—I need the extra energy to handle my schedule."

Leave it at that. No need to flex. You've said everything that needs to be said.

Men are providers.

In today's society, women are supposed to be able to make just as much money as men. It's not unusual for a woman to make more money than her husband does, and this is supposed to be okay—a sign of the changing times. By the same token, some women feel they should pay their share of the bill when they go on dates.

The problem is, it really isn't okay. It's another aspect of the gender confusion we've been talking about. While it may seem “politically correct” to let a woman pay her own way, they still expect us to provide for them, or to at least demonstrate that we are capable of providing. When she offers to pay her share of the dinner bill or for the next round of drinks, tell her you appreciate the gesture but you've got it covered. It's “your treat.” She might make a fuss, but this is just for show. She's testing you. (If you don't believe us, the next time you're on a first date, take her up on her offer to pay half the bill—and see if you ever get a second date with her.)

If paying for dates with women is a problem for you because it's a strain on your wallet, you either need to start taking them to less expensive places or start making more money. It's that simple. Covering a dinner bill or a few rounds of drinks isn't something an Alpha Man should be worried about; you work hard, and when it's time to play you've got things covered.

Another reality is that relationships in which the woman makes a lot more money than the man seldom work out. Men are wired to be protectors and providers, and when this responsibility is taken away from us, it chips away at our self-esteem and generates resentment. It also makes a woman lose respect for you. Look at any number of celebrity marriages for proof. With Britney Spears and “K Fed,” the only surprise is that their relationship lasted as long as it did; she had all the cash, which ate away at his sense of manhood and caused him to stray.

Same with Halle Berry and her ex-husband, the wanna-be R&B star Eric Benet, or Jennifer Lopez' first two husbands.

How could a guy cheat on Halle Berry, you might ask? The answer is obvious. She paid the bills and had bodyguards to watch over her. Her husband's basic function as a man, to protect and provide, was negated. It was only a matter of time before he started hunting for other chicks that reinforced his damaged sense of masculinity.

As we've said before, having a lot of loot isn't necessary for you to succeed with women. Ambition is what's most important. But a guy who's broke and jobless is not an Alpha Man, and a relationship in which the man is financially dependent on the woman is usually doomed. Like we've said before, our culture may have changed but the basic rules of biology and attraction are the same as they were a thousand years ago.

Men play the dominant role in the bedroom.

All of the techniques and strategies laid out in this book eventually lead to one place: the bedroom. You've got to be skilled in this area. Skill is built through practice, and the better you get at anything, the more confident you become in that skill.

Most guys are so eager to just get laid that they don't consider the importance of pleasuring the woman. We've talked a lot about how women size you up and either qualify or disqualify you based on the things you do and say. This definitely extends to the sex. Just because you've gotten her into bed, don't think you've won the game; this is when you need to *step up* and show her you don't just talk the talk. Alphas deliver in the bedroom.

With all of these strategies in your playbook, you shouldn't suffer through "dry spells" while you wait to meet the girl of your dreams. Go out there and start hooking up. Having some casual sex partners, while you're out there hunting for the perfect girl, is the best way to stay on top of your sex game and learn new tricks.

The majority of guys are either too nervous to perform well in bed, or they're only concerned about getting themselves off. On the other hand, guys who are great in bed—they're physically assertive, focus on giving the woman pleasure, and make sure *she* comes first—will keep girls coming back for more. One of the most powerful ways to assert your masculinity and make a woman feel bonded to you is to bring her to orgasm. (Or even better, multiple orgasms.)

Most women are basically wired the same way. Others have specific erogenous zones (such as their ears, neck or back). It's up to you to find them. Don't ask women what you should do, where their sensitive areas are, or what positions they like; try a few different positions, alternating between slow and fast, and see how she responds.

Kiss and softly bite different areas of her body. (Ears, neck and back are often good areas to focus on.) When she really starts getting into it, keep hitting that spot until she climaxes. Then make her climax again...and again, until she's spent. The majority of women climax most easily, and most powerfully, when they're on top. Make sure you always try this position with a new girl.

Practice with different partners, develop your skills and build up your control, and when you get the opportunity to sleep with the "dream girl" you'll be ready to handle business.

Men are leaders.

Yes, we know that women can be leaders as well, but it's men who are truly meant to take charge of their lives and their circumstances. Even if you've always been a bit of a follower—within your social group, or in your work life—you still have opportunities all the time to lead by example. *Men are simply not respected when they don't project leadership qualities.* This does not mean you have to be THE leader (i.e., the CEO, El Presidente, the Big Cheese), but it does mean that you must completely OWN the areas over which you have control.

Few men have the ability to be totally in control of their work environment; if you've got a boss to answer to, your paycheck depends upon you playing a supporting role. But there IS an area of your life

where you can take the leadership role right now. It's your dating life and how you deal with women.

We remember seeing the movie "The Queen" with Helen Mirren portraying the Queen of England, and thinking how bad it must suck to be the husband of a woman in that role. Every man has a sneaky sense of disgust for other men who let women rule and dominate them. (We even heard about a guy who'd changed HIS last name to his wife's surname. If we find him, we're going to slap him around a little—and he'll thank us later.)

Men have a strong sexual drive.

Sex forms the basis of many men's forward progress in life. It is harnessing and utilizing this drive that is the most challenging. This is why a man tends to wander and search during his younger years and later achieves success—after he's mastered his own sexual power.

The need to satisfy our sex drive also leads a lot of men to commit to women before they should. Most men struggle through their younger years being rejected by women and denied sex. Once a girl comes along who satisfies their sexual needs on a regular basis, they don't need any more convincing; they leap into a committed relationship. But this gratification is usually only temporary. The sex with that girl gets old after awhile, or she starts withholding it.

Only by being with a number of different women are you going to know the difference between good sex, and great sex—the difference between experiencing pleasure, and giving a girl an experience she won't soon forget. This is why we strongly advise you to develop your Alpha side, get out there and date, and have a variety of sexual experiences before you ever think about settling down for the long haul.

Use your sex drive; don't waste it. Masturbation, as necessary as it may be at times, squanders this energy. The tension you experience that leads you to self-satisfaction is the same tension that can be redirected toward your goals in life. In fact, one of the reasons this tension is there is to motivate you to go out and pursue women. If you feel frustrated, use this energy to *achieve* the goal, not simulate it.

There's a reason why many professional boxers are celibate in the weeks leading up to the big fight. If *you've* been celibate lately because you've been suffering through a "dry spell," we want you to harness that energy, combine it with the techniques and strategies laid out in this book, and start dominating on your social scene the way Mike Tyson once conquered in the ring.

Men are the stable bedrock of the relationship.

When a woman is in an emotional cycle, or experiencing PMS, or upset, or responding to any number of other emotional stimulus, it's your job as a man to be consistent and steady. Remember that you are the shoreline, and she can be the waves crashing in. It's your consistency that gives her a feeling of safety, which translates into a lasting relationship. When you show her that you will be strong and stable, she will reward you with her most intimate trust, in and out of the bedroom.

You must be firm in your resolve. This is the one area where she will test you the most, and the one where you cannot afford to fail.

ALPHA RULE 17:

BE SPONTANEOUS AND UNPREDICTABLE

This is the “X-Factor” of the Alpha Personality. He possesses the ability to make life seem inspiring and exciting to everyone in his orbit. You must come across as an “original” in order to distinguish yourself from every other guy out there. When you convey the sense that your life is an adventure, filled with growth and new experiences, women will want to come along for the ride. Men who are entirely predictable are ultimately boring.



“**U**ncertainty” doesn’t appear to be a word that fits into the Alpha vocabulary. After all, we’ve been preaching the importance of being a solid, stable, masculine force—the yin to the female yang, since women are such emotional creatures.

But while the Alpha Man’s long-term game plan and goals are set in stone, he needs to cultivate a certain air of

uncertainty when he’s with women in order to stimulate their attraction level.

When a woman joins an Alpha Man for an evening out, there’s no telling where it might lead, because he is a spontaneous person. Women love this about him, since they’re used to dating predictable men whom they inevitably wind up losing interest in.

The majority of people lack spontaneity in their lives because they want to maintain as much control as possible over their narrow little world. Not only does this limit them from enjoying new, possibly life-changing experiences, but it also leaves them ill-equipped to deal with the inevitable curveballs that get thrown their way.

The uncertainty of life is something that a great many people attempt to counteract and fight, to prevent themselves from feeling like specks of dust thrown about by the wicked winds of fate. But certainty is elusive, and this makes our lives much less successful and happy than we would be if we were open to the unpredictable in life.

Let’s face it: **control is an illusion**. Yes, we can influence life to a large degree with our actions, but ultimately you cannot control everything you’d like to. The world is an immensely complicated and chaotic place, and you can’t predict anything with any great accuracy, either. Unfortunately, a great many of us are addicted to control, and this is a

direct obstacle to spontaneity—which is a quality you must exhibit in order to stimulate female attraction.

Have you ever been at work in a desk job, facing numerous projects and tasks you needed to get done—but instead of getting started on them, you found yourself reorganizing and cleaning your desk? It's a natural tendency. One reason for doing this is that we're procrastinating, but that's the superficial explanation. The real reason is that organizing our desk is something we can **CONTROL**.

It's a virtual certainty that you will be successful at your efforts to clean up your desk and establish order in this small part of the world. The sense of accomplishment that comes with cleaning your desk is also predictable, and gives us the sense that we can, in fact, steer this crazy ship of life we're on (to a small degree, at least).

People hate to feel out of control, but it's this sensation that thrills us to our core. Ever been on a rollercoaster? Most of the excitement you experience is due to your inability to control the speed, direction, or altitude of that wild ride. It's even more thrilling when you let go of the bar that holds you in and just let the ride take you. Predictability is the reason why we can't tickle ourselves. Tickling only works because of the unpredictability of the person doing it to you, and that's why you laugh.

One of the reasons that many women dislike online dating is because it takes all the mystery and romantic "randomness" out of the process. You learn about someone's traits and interests in a profile that basically allows guys to "shop" for their partner online. *Not* romantic in her book. A woman would rather suffer through ineffective methods of meeting men that are not as predictable, in order to maintain this illusion of fate and destiny—that "Mr. Right" will come sweeping into her life unexpectedly.

As an Alpha Man, you want to cultivate an air of unpredictability while still projecting the sense that you are balanced and in control of yourself at all times. This is not a contradiction. The men who are most secure and confident in themselves are the ones who are unafraid to explore new territory, take risks, and enjoy the experiences along the way. It's only the most insecure and mentally limited people that need to cling to

the same routine, year-in and year-out, never pushing the boundaries of their own narrow little Comfort Zone.

In order to demonstrate unpredictability and spontaneity with women you must first get used to it in your own life. If you don't make it a part of your real lifestyle, you'll only be presenting a lie to the woman by tossing it into the mix later. You need to get rid of your addiction to control right now.

Here are a few ways you can start to realize the power of spontaneity right NOW:

- Choose a different route to drive to work.
- Call up a relative out of the blue, just to talk.
- Go to a bookstore and close your eyes in front of the "new releases" section. Pick a book at random. Buy it and read it, no matter what it's about.
- Tune into a radio station with music you don't normally listen to.
- Go to your favorite restaurant and order something completely different.

Now, these are small variations in your life habits that make little difference in the grand scheme of things, but by venturing outside your comfort zone like this on a regular basis you're training your nervous system to trust that change isn't scary after all. Becoming comfortable with minor change will open you up to making more dramatic, exciting changes without losing control of your life.

The next step, then, is to gradually increase the scale of these changes you make in your life. Instead of just altering the route you drive to work, why not change the place you work? Instead of going to your favorite restaurant for a new dish, why not try a different restaurant? Or a different cuisine you've never had before?

Your sense of stability and control can be conditioned—just like an athlete conditions his body—to manage the anxiety of change and become more spontaneous. Once you've changed your own habits of predictability, you're ready to inject these new attitudes into your interactions with women.

One of our favorite methods of being spontaneous with women is to invite her out to a bar for a drink. When we get there, we tell her we've changed our mind and want to try something new, grab her hand, and lead her over to another place nearby. She'll feel caught up in a small adventure with you, and by keeping her on her toes, you're driving up her interest and attraction levels.

Let's say you had a successful first date with a girl and now it's time to arrange date #2. The obvious route would be to play it safe: take her to a movie, a familiar restaurant, etc.

Instead, take an original route. Bring her somewhere a little different. It doesn't need to be anything crazy or expensive or out-of-the-way. The trick is to make it *seem* like an adventure, one you're inviting her to share with you. Also, you're sending the message that you're not like the other guys. You're fun, spontaneous and never totally predictable.

"You know what Mandy, this weekend we're going to do something different. I'm up for an adventure."

Don't say where you're going to take her; just say you've got something in mind that's going to be a lot of fun. Leave her in suspense. Then pick her up and enjoy a cool activity together, something outside the scope of a "normal date" (i.e. dinner and a movie).

"Adventure" doesn't need to mean taking her skydiving or mountain climbing. Just do something *different*. If you like physical activity, take her hiking, biking or ice skating. (Spending time with her outdoors, or during the daytime, also tends to put both of you in a more relaxed state.) Maybe you take her to an amusement park and hit the thrill rides. Or, it could be as simple as trying an exotic restaurant that serves an unusual type of food. Show her that you've got imagination. You're not the typical guy, who's locked into a predictable routine. Invite her along on the exciting ride that is your life.

Dean Says...

Get women in a spontaneous frame of mind, and you'll get them to venture outside of their own comfort zones. Once that happens, the night could lead anywhere...and if you play your cards right, it could very possibly wind up between the sheets.

Living in Las Vegas, when I hit the nightclubs I'm often vibing with girls who are here on vacation or for a party weekend. I have a routine I use to great effect with the tourist hotties. It's all about encouraging their wild, spontaneous side. Basically, I play on the fact that everyone who's partying in a town besides their own wants to have a memorable experience—and I'm going to be the guy that gives it to them. (This technique is especially cool because it works even better on groups of girls.)

So, after finding out they're from out of town, I'll start planting seeds:

"I can tell you girls are totally going to party like rock stars tonight. That's what Vegas is for, right?"

Then I'll point to one of the girls—the one who looks the most conservative—and say, "I have a feeling she's going to be the wild one of the group. I bet back home you're a little bit conservative, but when someone like you comes to Vegas, look out. Anything can happen."

When I say these things, they laugh and their energy level rises. I'm encouraging them to be spontaneous and wild tonight—reinforcing in their minds that tonight is *special*. I continue to lead them down this path...

"This is definitely a party town but you know where I had the most insane time? Miami. That town is off the hook. I travel a lot, and I whenever I'm in a new city I always try to go out and have *one night* that I'll never forget as long as I live—where I just cut loose, go with the flow, see where the night takes me..."

I keep playing up this “let’s get wild and spontaneous “ vibe. I tell them I want to bring them to a really cool spot, a place most tourists don’t know about. (Playing up the fact that I’m an “insider” on the local scene.) After we hit a couple more bars or clubs, I usually wind up taking at least one of the girls home at the end of the night. Then I make sure it truly *is* a night to remember.

This isn’t just a Vegas thing. If you live in a major city, you’re going to meet girls who are visiting from out of town. Be the “insider” who’s going to help them have that crazy, wild night they’re secretly hoping for.

* * * * *

One of the most common complaints women tell us is that men start out interesting and adventurous, but rapidly degenerate into boring, predictable drones. They don’t understand the *dynamic tension* that exists when the situation is more unpredictable and spontaneous.

It’s been shown that women have two different attraction maps in their heads that have been hardwired through time. On the one hand, she’s attracted to a provider—that stable “family man” who will be there to keep her fed and sheltered. But she’s also drawn to the “bad boy” type, the guy that keeps her nerves tingling with excitement.

The key to managing the balance is to keep her feeling *safe*, but at the same time giving her an experience that she cannot *predict*. It’s the law of inertia that ends up doing in most guys. Men value predictable routines and stable emotional waters. Women value the random and “chance” driven events in their lives, and they especially enjoy the wild waves of emotional turbulence. Recognize this, and target it.

Looking at the bigger picture, be playful and spontaneous with life. Open yourself up to new experiences, and you’ll constantly be meeting new women.

ALPHA RULE 18:

SEDUCTION IS A SKILL SET

The average man, when observing a seducer of women, typically believes the seducer to be a “natural” with the opposite sex. He believes it is a gift some men are born with, and the vast majority will never possess. But in truth, seduction is a process that can be learned and mastered, like any other skill. Once you’ve built the proper inner foundation, there are principles and strategies that work effectively when approaching, dating, and building relationships with women. But you must not become lazy or over confident, and deviate from the game plan. Each principle explained within this Rule—each step of the process—must be followed, from the opening approach to the fourth date. Some women will be resistant to your charms; others will be surprisingly open to your advances. Either way, you must trust the process and implement each step.



All women want to be seduced. It's a fact. Every girl out there who's single—and a lot of the married ones, too—are ready and willing to meet a cool, fun, confident guy who's *different* from all the others. A guy who doesn't come at her with the same, tired lines. Who can carry on an intelligent conversation while expressing genuine interest in *her*. A man who isn't needy, but makes women need *him* because he is a source of strength, stability and pleasure.

If his availability is limited, women want him even more, because they know he has his own life to lead—one filled with interests, passions and ambitions. The more difficult he is to pin down, the more strongly they are attracted to him, because of the principle of supply and demand. And when he does spend time with a woman, she feels like the center of the universe. He makes her feel good about herself. He also makes her feel sexually aroused; he might bring out her wild, sexually adventurous side, a part of her that she's been hiding.

Basically, all women—whether they want to admit to it or not—are looking to meet an Alpha Man.

When you're an Alpha Man, there are endless women waiting to welcome you into their world. They're out there, waiting to be

approached. Why do you think women spend so much time getting dressed in the morning, or spend two hours selecting an outfit and doing their hair for a night out with the girls? Is it because they *don't* want to be approached and possibly meet an awesome guy? Of course not. They *want* to be noticed, and they *want* to meet a guy who is going to make their night—and who knows, maybe the rest of their life—more pleasurable and exciting.

The problem is that a lot of guys won't hesitate to walk up to a girl and try to engage her in conversation (especially after four or five beers), but they lack the skill that is required to take things to the next level. They don't understand *the process of seduction*.

The average guy might get her phone number and take her on a first date, but after blowing a pocketful of cash and four hours of his time, the girl's schedule suddenly becomes booked up for the next week...and the week after that. He never gets the chance to see her again. Or, he might wind up sleeping with a girl, but *she's* the one who doesn't want to have a relationship after that because she regrets letting it go that far. Guys make critical mistakes with women all the time and few of them ever realize where they went wrong.

The good news is that the ability to seduce women isn't something that you're either born with or you'll never have. It's a skill set: one that can be learned, practiced and mastered through experience, just like playing a sport. There are steps that must be followed, rules to be observed, and strategies that must be applied.

If you do so, the anxiety and intimidation factor becomes removed from your interactions with women. It becomes something to look forward to and enjoy doing. Because while the average guy maintains a *scarcity* mentality—believing there are a finite number of women available to him, causing him to feel anxiety about possibly “blowing it” and anguish when he loses a girl—the Alpha Man's attitude is one of *abundance*.

The Alpha Man understands that his options are limitless and there are more than enough beautiful women to go around. He does not feel threatened by other men, or become envious when one of his buddies lands an attractive woman—because as an expert in seduction, he

knows it's just a matter of identifying the right girl and putting his skills to work.

Defining Seduction

Look up “seduction” in the dictionary and you’ll see one of the definitions of the word is “to lead astray.”

When the Alpha Man seduces a woman, he’s actually doing something quite different. Rather than leading her astray, *he is giving her what she yearns for*. He doesn’t rely on deception to do so, because it isn’t necessary. In fact, Alpha-style seduction means you are dealing with *truths*: the truth about what she subconsciously desires, and the truth about *who she really is*. By digging beneath the surface and pinpointing these things, the Alpha Man is able to provide a level of stimulation that the men in her past have been unable to.

If he is “leading her astray,” as the dictionary definition says, it’s only in the sense that he’s causing her to forget all the silly “rules” she has in her head about the kind of guy she *tells* herself she’s looking for. Some of the greatest seducers in history lacked handsome looks, wealth, or respectable jobs. Others were notorious womanizers whose reputations for breaking hearts were known far and wide. On paper, these weren’t “desirable” men; they didn’t have the characteristics that most people assume an attractive, high-status woman requires.

But in the end, none of that mattered. These guys understood *how to seduce*. Once they focused their attentions on a woman and put her under their spell, it was a done deal. Women were powerless to resist, whether they were queens, socialites, supermodels or movie stars.

The first thing you need to know about seduction is that when you meet a woman for the first time, you’re not seeing the “real” her: you are being presented with an image. Picture this image as a force field, a barrier she surrounds herself with to screen out all the *wrong* guys who come at her on a daily basis. Your mission is to penetrate beyond this image and get to know who she really is, and what makes her tick. This will establish a bond, and make her lower her force field to welcome you into her world. This is when seduction can occur.

As John Travolta's character in "Broken Arrow" said: "War is a highly fluid situation..."

And so is human interaction.

Flattery Gets You Everywhere

Flattery is one of the most important elements of seduction, and it will get you everywhere with women—if it's done right. One of the keys to seduction is to flatter her in the areas in which she secretly yearns for validation.

Women who are obviously beautiful don't need validation in this area, so don't compliment them on their looks. Furthermore, it's a huge cliché and it causes her to automatically lump you in with all the other guys who lack an original approach. She might also resent the fact that men are only impressed by her surface appearance. All women want to be taken seriously for their other qualities, whether it's their intelligence, creativity, ambition, etc. It's up to you to discover these areas and let her know how much you appreciate them and relate to them.

If she is insecure about one of her qualities, but yearns for validation, these are the most effective areas to pinpoint. She may dream of starting her own business, but lacks the confidence to take action. She may enjoy painting or writing poetry, but is shy about showing people her work because she's insecure about her talent. Maybe she has a quirky hobby that she keeps to herself, because most people would deem it "uncool." By identifying that hobby, getting her to talk about it, and responding with enthusiasm, you're creating a very personal bond.

One of the most effective routes to seducing a beautiful woman is to *ignore* her appearance—act completely unfazed by it—and instead, identify and validate a quality of hers that lurks beneath the surface. Encourage her to get that business idea off the ground; tell her you think she'd do an incredible job with it. Ask to see her artwork, and tell her what you like about it. When she shares her aspirations and interests with you—especially the ones she is shy to admit—you are truly becoming part of her world. If you're the one guy she's met recently who

seems to sincerely believe in her “hidden talent” or her “secret ambition,” you’re bonded to her in a way that no other guy is. You’re also forging a “we” bond, and she’ll see you as an ally—someone she can trust.

If she’s a hottie with a sharp sense of humor, focus on her humor—not on her looks, which is the only thing 95% of men bother to notice about her. On the other hand, she might be plain-looking with a great sense of humor. People who aren’t conventionally “good looking” (both men and women) often develop a strong sense of humor to compensate. In this case, you wouldn’t want to compliment her on how funny she is; she hears this all the time. Instead, single out on an aspect of her appearance—her smile, her eyes, her sense of fashion—and focus your flattery there.

Just as the “hot chick” craves validation for her intellectual or creative qualities, the “intellectual chick” would *love* for a guy to notice the fact that she just got her hair done, or has beautiful green eyes, or is carrying a trendy purse.

Never Confess

The philosopher Aristotle once said, “He who confesses first, loses.” When seducing a woman, one of the worst moves you can make it to confess your feelings towards her. It destroys the element of mystery.

An attractive friend of ours, Christine, told us how she’d been giving Internet dating a try, and two guys in a row completely turned her off by “confessing” in different ways. Both of them were single, handsome and treated her like a lady. But each of them made a critical error on the first date: they made it completely obvious that they were into her, and it was up to *her* whether a relationship was in the cards.

Guy #1 picked Christine up for their first date in his brand-new BMW. When she got inside, he presented her with a bouquet of roses. Then he whisked her off to a fancy restaurant. During their meal, assuming she was impressed by his “big spender” approach, he said to her: “I just want you to know, if we do wind up together, you’re never going to have to worry about money.”

Guy #2 took her to a casual Mexican restaurant. He was funny, sweet, and interesting. At the end of the date, he walked her to her car. He said, "I really like you, Christine, I think we could be a good match. So can I see you again on Friday?"

Christine told him (truthfully) that she might already have plans on Friday, but she would let him know. The next day, he called her to follow up and see if Friday would work for her. She answered (untruthfully) that she did, in fact, have plans, but she would call him sometime to get together. She never did. He wound up calling her four more times, leaving messages on her voicemail, before he finally gave up.

It might not sound like either guy made some huge, deal-breaking blunder. But the female "radar" is a very sensitive instrument, and both guys made the same basic error that caused Christine to disqualify for her. Essentially, they both confessed that they were highly interested in dating her. They admitted that she'd won them over, and now they were putting the ball in her court: the only question now was, was *she* interested in dating *them*?

This confession doesn't even need to be verbalized; any time you go too far to impress a woman, you're confessing your attraction without having to say the words. Remember that humans are attracted to **scarcity** and **value**. The two are pretty much synonymous. Our natural instinct is to shy away from people who try to show us how valuable they are.

About Guy #1, Christine said: "The roses and the expensive restaurant were definitely overkill. When he made the comment to me about 'never having to worry about money,' that was it. I couldn't wait to get through our meal so I could get out of there."

As for Guy #2, Christine had this to say: "He was a sweet guy, but he was too eager. If he's ready to be my boyfriend after only one dinner date, my instincts tell me there's something wrong. He's either really lonely—which means there has to be something about him that turns off women—or he's just trying to get me into bed as soon as possible."

How would the Alpha Man have played it with Christine? Well, he would have kept a number of things in mind:

Never view a first date as your opportunity to impress a woman and “win her over.” Maintain the mentality that it’s *her* chance to impress *you*. As an Alpha Man, you hold the cards. You have endless romantic and sexual options. You are granting her a window of time in which you’re going to get to know her, and see whether *you* are interested in furthering the relationship.

Being that this is her chance to impress you, she should be the one doing most of the talking. (If you were running a company and conducting a job interview, you wouldn’t spend the whole interview rambling on about yourself, would you?) It’s about posture and belief in your inner value. Ask her questions, and encourage her to talk and share. The more she divulges to you about her work, family, interests, goals, etc., the more comfortable she will grow with you. The greatest fundamental mistake that men make on first dates, or during their initial conversations with women is that they dominate the conversation and talk about themselves—as if they’re trying to prove they would make a desirable mate.

There’s a saying: “What you are speaks so loudly I can’t hear what you’re saying.”

And here’s another truism that hits this note a bit stronger: “The empty can rattles the most.”

On a first date, never spend beyond your comfort zone. Even if you normally dine out at expensive restaurants, realize that taking a girl to this type of place can make her feel uncomfortable. If she’s used to going out with her friends for \$30 meals, spending \$200 on your dinner may put her in an awkward position. She’s wondering, “what does this guy expect from me at the end of the night?” Or even worse, “this guy is really going all-out to impress me, yet he barely knows me. Why is he so eager?”

An Alpha buddy of ours, Jay, runs a hedge fund and is worth millions of dollars. The other night we were out at a bar and Jay struck up a

conversation with a sexy blonde. At one point she asked him “So what do you do?” He simply replied, “I work in finance. I’ve had a passion for it ever since I studied it in college.” Then he diverted the focus of the conversation back to her: “So, you mentioned you’re a schoolteacher. That must be a gratifying job...”

Jay resisted the temptation to brag about his career, and put the spotlight on her. If you have certain desirable qualities, such as the fact that you make good money, it’s best to allude to them in vague terms and retain an element of mystery. If you spend a lot of time at the gym and she makes a remark about your muscles, downplay it: “I try to stay in shape, I need the extra energy with the type of schedule I have.” Leave it at that.

One of the best strategies—and a test of a woman’s interest level—is something we call “hit and run.” Instead of bragging about something or showing off, you merely drop a small hint and then move on in the conversation. This provokes her curiosity in a way that is irresistible.

For example, John is talking to Alicia, and says, “Yeah, I know what you mean. Travel overseas can be draining, but it’s also so rewarding. You must have had a blast in Italy. I felt the same about Hong Kong. So where are you going next?”

Do you see what he did? He merely *hinted* at his trip to Hong Kong, and then modestly redirected the conversation back to her. If this woman has any interest in him, she’ll ask him to tell her more about his travels. And if she doesn’t ask, that’s probably a red flag to him that she is either self-centered, or not all that interested in him.

The Sudden Goodbye

Another common mistake men make is feeling they have to “milk” every encounter for as long as possible. If they’re able to strike up a conversation with a girl, they’ll keep chatting... and chatting...until eventually *she* is the one who has to end things and excuse herself.

This, too, is a form of “confessing”: you’re basically telling her that you’ve got nothing better to do, you’re into her, and you want to chat with her for as long as she is willing to chat with *you*.

Use the “Sudden Goodbye” to maintain the power position and heighten your aura of mystery. You should be the one to exit the conversation first. When you chat on the phone with her, you are the one who “has to go” after five or ten minutes. When you meet a girl at a nightclub and chat for a little while, *you* are the one who has to go rejoin your friends. At this point, you can get her phone number (we’ll show you how in a moment), or you can excuse yourself with the intention of talking to her again later in the night.

Remember the first rule of show business: **Always leave them wanting more.**

Alpha Man Moment: “Top Gun”

An awesome illustration of the “Sudden Goodbye” comes from the movie “Top Gun,” the 1986 blockbuster in which Tom Cruise plays fighter pilot Lt. Pete “Maverick” Mitchell.

In the scene, Maverick and the ravishing Charlie (Kelly McGillis) have just finished a cozy dinner at her place. He’s playing it ultra-smooth and the sparks are flying; it appears they’re only seconds away from tearing each other’s clothes off and consummating the relationship. Charlie gazes at Maverick across the table, and with a lustful look in her eye, says, “This is going to be complicated.”

Maverick abruptly stands up and says, “I’m going to take a shower.”

But Maverick isn’t talking about *her* shower. He gets on his motorcycle and heads home, leaving her befuddled...and boiling over with lust.

Lesson Learned:

As Sun Tzu once advised battlefield generals, “make your way by unexpected routes.” Naturally, Maverick wound up sealing the deal with

Charlie shortly after the incident; by leaving her to go take a shower, he knew he had her in the palm of his hand.

The power to dismiss what we desire is the ultimate statement of power over that desire.

Most guys leap at the first opportunity (or perceived opportunity) to hook up with a girl. The Alpha Man, on the other hand, knows that declining an offer can set the stage for an even hotter hook-up later on.

When the average guy is interested in a girl, he immediately accepts every invitation she extends to him. She can blow off his phone calls for days, but as soon as she calls him back, he frees himself up to talk to her for as long as she wants to. She turns down his invitations to go out, always claiming to be busy, but when she unexpectedly calls him on a Friday night to get together, he's ready to meet her at the time and place of her choosing.

One of the most powerful messages you can send to a woman is that you are a busy man with a full life, and that you have limitless options. You can't ever let a woman think that you're waiting for her phone call. By simply making yourself unavailable sometimes, not always agreeing to meet her when she wants to, you imply that you've got a full life and other options.

Remember, women want what they can't have. When you do grant her some of your time—which she now perceives to be valuable—she is going to be appreciative of the time you spend with her, rather than taking it for granted.

Just as importantly, know when to cut your losses, preserve your self-respect, and forget about women who don't respect your time or your efforts. The best-selling book "He's Just Not Into You" caused a sensation by telling women the obvious: if a guy behaves in certain ways (blowing off plans, not wanting to commit, etc.) then it should be assumed he's "not into her" and she should cut him loose and move on. The truth is in the evidence, in other words.

The Alpha Man follows the same philosophy. When a woman stands him up on a date for no good reason, calls off dates repeatedly, or otherwise flagrantly disrespects his time, he doesn't ask questions. He simply moves on. She gave him the answer with her actions. Maybe she's seeing another guy; maybe she's getting over a bad relationship and isn't ready to date someone new. It doesn't matter. Whatever her reason for blowing her chance with you, it's time to banish her from your thoughts and move on. Don't frustrate yourself trying to figure out her logic and motivations.

So many times, we've seen situations where a girl is interested in getting to know a guy. They meet at a bar, they chat, they exchange phone numbers—but he winds up blowing it by pursuing her, making his interest in her obvious, rather than taking a relaxed approach and leaving her wanting more.

Rather than making his intentions obvious, the Alpha Man understands how to keep women in a state of curiosity, expectation and arousal. A lot of guys we know behave desperately around women, trying to woo them with elaborate dates and making themselves available at the woman's convenience. The Alpha Man, on the other hand, behaves unpredictably and is difficult to pin down. He conveys the sense that he leads a full, exciting life with or without women, and that his time is valuable. He sees them at *his* convenience, and the time he devotes to spending with them is thereby appreciated instead of taken for granted.

Adopt this mentality, and you send the message to women that you are a **man with options**. Females, by nature, have a competitive instinct and want what they can't have. Normally, it's the man who does the chasing when he's interested in a girl—calling her every day, trying to arrange a date for whenever she says she's available, making it completely obvious that he's romantically interested. The Alpha Man will stimulate a woman's interest and then force her to chase *him*. By reversing the roles, he assumes the role of the leader in the relationship...and human nature will compel her to follow.

Automatic Openers and Conversation Strategy

When the average, ordinary guy approaches a woman and tries to start a conversation, she's got her standard rejection lines already worked out. Here are some of the classics...

"I'm waiting for my friend."

"I'm not looking to meet anyone new."

"You're a really great guy, but I just like you as a friend."

"I'm seeing someone right now."

When you strike her as just another cliché guy hoping to create a connection out of thin air, she's going to smack you down with a cliché rejection. But when you present yourself as an *original*—when you engage her attention in a unique way, and strike up a dynamic conversation—you're going to get past that force field.

Learn some openers that will engage her attention while distinguishing you from the rest of the herd—the guys who walk up out of nowhere and offer to buy her a drink, ask her some lame question ("so do you come here often?"), or just seem boring, self-centered or weird.

When most guys walk up to a girl, they radiate anxiety. They send a subliminal message through their words and body language: "I hope this girl is willing to grant me some of her time."

You've got to project the opposite message: "My time is limited, but there's something about you that makes me want to know more. Let's get to know each other and see where this goes."

A solid approach involves a **four-step** plan of attack:

1. Establish Limited Availability
2. Drop a "Hook"
3. Name Exchange and initial Body Contact

4. Segue into a Controlled Conversation.

To establish Limited Availability, lead off by saying that you can only chat for “a minute” or “a second.” This way, you’re putting her main concern at ease: that this random stranger (you) is going to try to monopolize her time if she starts talking to you.

Most girls would normally have no problem exchanging a few minutes of polite conversation with a friendly guy. Unfortunately, experience has taught women in these environments that *guys don't know when to leave...or when to shut up*. If she accepts his offer to buy her a drink, she fears he'll try to latch onto her for as long as possible, until she has to make some awkward excuse to get away from him.

Here are some examples of establishing Limited Availability:

“You’ve got this really positive energy about you. I have some people waiting on me over there, but I just wanted to tell you that. My name is John.”

Or, “I just wanted to let you know how much I like that _____ you’re wearing. (This could be a dress, a piece of jewelry, a tattoo, etc.—identify an aspect of her appearance that is visually interesting.) I can only stay a minute, but I just wanted to ask where you got that.”

If it’s an item of clothing or jewelry, add this: “Tomorrow I need to buy my friend Sarah a birthday gift and that’s definitely her style.”

If it’s a tattoo, add this: “my friend Samantha keeps talking about how she wants to get a tattoo, but I want her to go to an artist that does nice work, like yours.”

Here’s one to use in a bar: “I can only chat for a minute, my friends are calling me over to do a shot, but I want to ask you something.” (Say this at a normal pace, with a smile; never sound like you’re actually in a rush.) “My buddy Mike over there is going through this situation with his girlfriend, and I really think only another woman would know the right thing to do...” (At this point, you’re

going to transition into one of the Cheating Hooks that we'll explain shortly.)

Or, walk over to her with your phone in your hand. Glance at it with a puzzled expression on your face. Say to her, "Does your cell phone get a signal in here?"

(She checks her own phone) "Mine's OK."

"I need to step outside to call my friend back—he wants my advice on a situation with his girlfriend. Actually, before I call him let me ask for your advice real quick..." (Again, you will lead into a Cheating Hook.)

If she is receptive to your approach, you're obviously going to spend much longer than a "minute" or a "second" talking to her. Once the conversation is in motion, the stuff about needing to get back to your friends, or going outside to make a phone call, doesn't matter. This is simply a method for opening a conversation in a way that feels more comfortable for her by removing her biggest concern: that some random guy is going to try to talk her ear off and monopolize her time.

But also remember this: just because she's into the conversation doesn't mean you should keep it going endlessly. The more effective strategy is to talk for a little while, exchange numbers, and then excuse yourself politely: "I'm glad we met, Alyssa, I appreciate you giving me your thoughts on my buddy Mike—and I can tell you and I have some things in common. I have to go now, but I'm going to call you so we can continue this conversation. What's a good time to ring you?"

If she is NOT receptive to your approach—who knows, maybe her boyfriend is in the bathroom at the moment, or she is preoccupied and simply not in the mood—it shouldn't faze you if she is unable or unwilling to chat. That's part of the beauty of establishing your "limited availability." There's no sense of rejection when you already told her you could only stay for a minute, or a second.

The principle of Limited Availability can also be applied to planning dates with a woman:

"I've got a ton of commitments this week, Cindy, but I want to make some time for you this weekend. Saturday night, I've got this place I want to take you to..."

"Y'know Cindy, I usually don't go out on weeknights because my morning are always super busy. And my mom wants me in bed by 9:00. Only kidding. But I'm going to set aside a few hours on Thursday night. There's this restaurant I know you're going to love."

Now, let's go back to the scenario in which you're approaching a girl for the first time. You establish Limited Availability and insert a Hook that is going to kick-start the conversation. The Hook needs to be a topic that will engage her attention. Of course she's going to want to tell you where she bought that cool piece of jewelry, or fashionable pair of jeans; all women want to be considered stylish and smart shoppers. In the other examples we gave, the Hook involves getting her advice on a relationship matter.

Hooks that involve relationship advice, specifically **cheating**, are particularly effective. Women can chat about this stuff all night. They've all got opinions and experiences of their own to share, and you know how women love juicy gossip. (Also note, these Hooks are an effective way to introduce yourself to a group of girls. Just don't make it obvious off the bat which member of the group you are targeting.)

But you've got to sell the Hook correctly. Your approach has to seem spontaneous, like you just noticed her outfit/necklace/tattoo/purse/etc. and *had* to ask about it, or it just occurred to you that you should get a woman's advice on your friend Mike's relationship problem. It should never sound scripted or pre-planned.

Here are some Cheating Hooks you can transition into. Don't worry about trying to memorize these word-for-word. We just want you to get the general idea. Once you've tested them out in the field and gauged some reactions from women, you'll probably find ways to modify them and make them even more interesting.

“So my best friend Mike just got kicked out of the house he shares with his girlfriend. Somehow, she figured out the password to his email account and she checked his emails. She found out that he’s been keeping in touch with his ex-girlfriend. Nothing bad...they were just forwarding each other jokes, chatting about their work and stuff. But Mike’s girlfriend totally freaked out. And Mike got upset, because he thinks it was an invasion of his privacy. Now she wants to forgive him, but he’s not sure he wants to go back to her. I’m just curious, if you knew the password to your boyfriend’s email account, would you check? Be honest.”

(To really sell your story, point out one of your buddies who is in the bar. Designate him in the role of “Mike.” If he’s drinking, mention that he’s drowning his sorrows over the whole situation.)

A few key things to remember about Hooks:

1. Never ask permission. Don’t say “do you mind if I ask you something?” Or, “Can I ask you for some advice?” This gives her mind a chance to come up with suspicions: “Who is this random guy? What does he want from me? If I say yes, is he going to talk my ear off?”

Instead, launch right into it. Don’t even give her the chance to turn you down. If your Hook is interesting enough, she’ll go along with it, and Voila!—you’re now engaged in a cool conversation.

2. Attach the hook to a specific **person** or **reason**. This makes it sound authentic and it lends justification to the hook. In other words, you don’t just blurt out, “Hey, if you found out the password to your boyfriend’s email account, would you check it?” Don’t just say, “I like that necklace you’re wearing. Where did you get it?”

In the examples above, the Hook was attached to an individual you referred to by name. You’re asking about her tattoo because your friend Samantha is interested in getting one. You’re asking about her purse or necklace because you’ve got to buy your friend Sarah a birthday gift. You want to ask her opinion on checking a guy’s emails, because it’s a situation that happened to your friend Mike.

Your cell phone is a useful tool for creating Hooks. Position yourself near her and pretend to be reading a text message on your phone. Shake your head and sigh. Or say out loud (just loud enough for her to hear), "I can't believe this guy."

Glance at her and say, "I just got the craziest text message from my friend Mike. I need to go outside and call him, but before I do, let me get your opinion on something..."

Here are some other hooks:

YOU: Did you see the tall guy with blonde hair who just walked out?

HER: No...

YOU: That was my friend Ted. I'm supposed to go to his wedding next week. And I just saw him here with another girl, it looked like they were on a date. He just left with her.

HER: Really?

YOU: He didn't see me, thank God. But now I'm not sure what to do. I know if I try to talk to him about it he'll just tell me to mind my own business. But I don't think I can go to the wedding and pretend it's this wonderful thing, when I know what he's been up to.

SHE: That's really messed up.

YOU: I have to go make a phone call, but let me ask you something real quick. Have you ever been in a situation where a friend of yours was cheating on her boyfriend or husband, and you tried to tell her to cut it out?

(This can transition into a conversation about loyalty. Mention how important loyalty and honesty are to you.)

Another one...

YOU: You see that guy over there in the blue shirt? That's my friend Tony. His girlfriend just did something really messed up to him. I wasn't going to come out tonight, but he needed someone to talk to...

HER: What did she do?

YOU: (Lean in close, like you're sharing a secret and you don't want "Tony" to overhear.) Well, I guess she wanted to test his loyalty. Last night, Tony was here at the bar, and she sent one of her girlfriends in here to flirt with him, to see how he would react. Tony didn't know this other girl. Anyway, she was flirting with him like crazy, he wound up asking for her phone number, and then she reported it back to his girlfriend. Now she says she's breaking up with him because she can't trust him. But what she did, do you think it was fair? Setting him up like that?

This can transition into a discussion about trust. Tell her, "Personally, if I'm dating a girl, that means I trust her. And she has to know she can trust me completely. I'd really be upset if I ever found out my girlfriend was trying to lure me into some type of trap, because I would never think of doing it to her..."

3. Make your Hook something you are *genuinely* interested in. Don't ask questions that you have no emotional attachment to, or she's going to sense that you're just using that as an excuse to talk. That in itself is not necessarily bad, but you will come across with a "gamey" feel that women are much more sensitive to these days.

* * * * *

Carlos Says...

In my seminars, one common trait I've noticed among the guys who treat meeting women as a "game" is that they lack authenticity. They go out to approach women with some very clever and convoluted strategies, and they create a "pickup persona." This persona is significantly different than their own

personality, and as a result, they run out of juice to keep this persona alive.

When they run out of clever material, they are forced to revert to their own personality—which is now so far removed that they can't make the transition into an authentic conversation. This is why most guys who've studied "pickup" run out of things to say to women: they're trying too hard to be a different person, in order to deliver the lines and routines they've mapped out in advance.

When using the openers and Hooks we've explained, make sure you rephrase the material so that it flows naturally. You don't necessarily need to invent fictional scenarios, such as your buddy getting his email account hacked. You've probably got situations going on in your life that you can re-package and re-phrase to use as Hooks. The more REAL and authentic you can be in your interactions with women, the more they will pick up on this and feel deep emotional interest in you. Remember, women have been hardwired over thousands of years of evolution to smell the bullshit.

They have to—on a deep biological level, they're trying to select a man who will help them and their offspring survive. The women who are successful are able to pass their genes into the next generation; the ones who fail face genetic extinction. It's harsh, but true.

* * * * *

Conversation Strategy

After the conversation has been flowing for a few minutes, introduce yourself. Don't let more than a few minutes pass without getting her name, and telling her yours. When she tells you her name, extend your hand. When she shakes it, bring in your left hand and put it on top of hers—a gentle "clasp." Create a sense of physical connection. Never shake a woman's hand the same way you would greet a man.

From this point on, occasionally mention her name when you speak. This enhances the sense that the two of you share a connection. Encourage her to keep talking and sharing. Validate her opinions and feelings:

“That’s interesting that you feel that way, Kim, I actually think it’s great advice. I’m going to tell Mike the same thing. So how did you become so smart about relationships?” Keep it flowing.

During this conversation, you are prompting her to do most of the talking. But *you* are the one who is controlling and guiding the direction of the conversation. This means two things:

1. You are keeping the conversation *off* topics that are going to slow down your progress. Right now you are building a bond with her: you’re chatting about interesting things, getting her to share her opinions and feelings. Do NOT let the conversation get into any territory that’s going to trigger negative emotions in her.

For example, after she tells you her thoughts on Mike and his girlfriend—or whatever Hook you used—she might start talking about her ex-boyfriend and some similar crap she went through. Don’t cut her off. Let her talk—but only for a couple of minutes. Look for your chance to redirect the conversation towards something else:

“Well I’m sure that guy is kicking himself now for letting *you* get away, Kim. But I’ve always thought that being single is a lot better than being with the wrong person. And I can tell you’re an independent girl who can handle herself. You’ve probably done a lot of traveling, am I right?” (Transitioning to a new topic.) “I’m looking to take a vacation this year and see someplace totally new, I’m open to suggestions...”

2. You are moving the conversation *towards* topics that play to your strengths. You want to plant seeds in her mind about your positive qualities. It could be the fact that you are well-traveled; that you’re launching a new business; that you bought a house recently; that you stay in good shape; that you’re knowledgeable about music, fashion, the coolest nightclubs in town, etc.

Now, here's the trick to doing this. You want to make statements that *imply* your positive qualities (or "plant seeds"), without ever sounding like you're bragging. This requires you to make a **prefacing statement** that gives you a reason to mention your positive quality.

It's simple, actually. Here are some examples:

"I'm glad I came out tonight, I needed to blow off some steam. Getting my new business off the ground is a lot of work."

The prefacing statement: You needed to come out tonight and blow off some steam.

The seed: You are launching a new business and are an ambitious, hard-working person.

This statement is naturally going to prompt her to ask about your business. Don't go into detail. Keep it vague and imply big things, i.e., "It's a startup company. Lots of work involved to get everything up and running, but every multi-millionaire I know went through this same process."

Here's another...

(Checking your watch) "I told myself I'd only stay out until 11. I'm on this new workout program that's been kicking my butt, but I gotta say I'm in the best shape of my life. I guess I can stay out a little past my bedtime, though—I want to hear some more about that trip you took to Europe, it sounds really interesting."

The prefacing statement: You've stayed out later than you planned to.

The seed: You are healthy and physically fit.

The extra-smooth move: You immediately put the spotlight back on her, by asking to hear more about the trip to Europe she mentioned earlier—and you have left an open loop of curiosity for her to ask about your exercise regimen.

Stating Your Case

While we're on the subject of statements, keep this in mind: most questions that you would normally ask a girl can be rephrased in the form of statements. This is a much more original and interesting approach.

Remember what we said earlier, about how you should avoid saying anything that sounds cliché? Well, one of the biggest conversational clichés is asking a girl a series of lame-ass questions: "What do you do?" "Where are you from originally?" "What kind of food do you like?" etc. It makes it sound like you're conducting a job interview. Any guy with absolutely no game whatsoever could come up with those same questions. (And they do.)

Look at how these cliché questions can be turned into statements that engage her interest:

Question: "So what do you do?"

Statement: "I can tell there's more to you than meets the eye. I'm curious to know how you spend your days."

Question: "What do you want to do with your life?"

Statement: "I've been slammed at work lately, I'm looking forward to taking a vacation overseas. I bet you're pretty well-traveled."

(If she's never left her home state, it doesn't matter. The point is, you're getting onto a cool subject—travel—and you're flattering her by implying that she seems more worldly and sophisticated than the average girl.)

Question: "What kind of music do you like?"

Statement: "I can tell a lot about a person by what they've got on their iPod. OK, so now I want to know the song that you've been

playing over and over lately. You'd never guess what mine is..."

(When she says "tell me," insist that she goes first—but have your own answer ready.)

Question: "So do you like going out to the bars?"

Statement: "I get the feeling there's two sides to you. There's the serious side that's all about your work and getting things done, and then there's this wild, party side that comes out once in a while. And when it does, look out."

(Again, this is a "prediction" that is pretty much guaranteed to be on point. 90% of women like to think they're fairly disciplined and in charge of their lives, but also have a fun-loving side.)

There are endless examples of this. Don't ask cliché questions when an well-phrased statement will do the job more effectively.

Here's a great one to close this section with. How about when you meet her for your first date? Most guys will say "Nice to see you again" or "Good to see you."

Come on, dude. Your girl spend the last two hours preparing herself for this date, and you're saying something to her that you would say to your dentist.

Instead, stop for a moment, look her up and down for about 3 or 4 seconds, and tell her "You look fantastic."

Watch the smile light up her face. You'll see how much difference a change in phrasing makes. By pausing and visually appreciating her, you'll really set her on fire.

The 10-Step Alpha Seduction Plan



Now that we've explained some effective approaches and how to get the conversation flowing, we're going to lay out the complete game plan for a successful seduction.

Step One: Limited Availability. As we explained before, this is how the game commences. Right off the bat, you establish that you can only chat with her briefly. But this isn't just an opening tactic. It is an Alpha Mindset. Often times, the situation is going to prevent you from taking the girl home no matter how well you hit it off. Obviously, not all encounters happen at bars after dark. You might have met her at a bookstore or at the dog park, in broad daylight. Win her over with your originality and cleverness, get her phone number, politely say goodbye, and move on.

Don't think that the longer you spend talking to her, the more points you are scoring. After 10 or 20 minutes, she might be talking to you out of politeness when in the back of her mind, she's thinking of the appointment she needs to get to. You never want *her* to be the one who ends the encounter by saying "I have to go." If things are flowing and you're hitting the right conversational points, there's no reason why you can't get her phone number after 10 minutes. If there's no chance of this conversation leading to another location, exchange digits, say goodbye,

and work your magic when you see her again and have her undivided attention all night.

Step Two: Build rewards into the conversation. The idea here is that you are not giving her anything for free. Your time is not to be taken for granted. Neither is your money; you're not the type of guy who needs to "buy" female attention by giving them free drinks.

A question we get asked frequently is, "When I'm at a bar, should I buy girls drinks?" Well, it is the polite thing to do, and it's part of bar (or nightclub) etiquette to buy a round of drinks if you're enjoying a girl's company. However, there is a right way and a wrong way to do this.

WUSS WAY: Thirty seconds after meeting her, you ask her "Can I buy you a drink?" (Some guys don't even wait thirty seconds; they make the drink offer before they even get her name! Terrible move.)

ALPHA WAY: Five or ten minutes after meeting her, you say, "I'm enjoying getting to know you, Cindy, you've got a cool sense of humor. (Or, "I like your style.") I'm going to go ahead and get us a drink. What are you having?"

There's an important distinction between these two ways of doing it. The Alpha Way implies that you are *rewarding* her with a drink because she has sufficiently impressed you, and now you're going to grant her some more of *your* time. The Wuss Way says, "I'm grateful for your attention. Can I pay for a few more minutes of your time?"

Step Three: Build the Physical Connection. As the conversation settles into a comfortable groove, make physical contact with her. Lightly touch her arm, shoulder, knee, or her back. Lean in close and lower the volume of your voice to create a "private conversation."

This isn't just a tactic for the bars and nightclubs. You could just as easily be talking to a girl in a book store or at the park. Any time you want to share something with a girl you're talking to, without everyone else hearing, it's your opportunity to lean in and make *light* physical contact with her. (Emphasis on the word "light." Subtlety is key.)

This is a gradual process. You want to touch her very briefly and delicately at first, see how she responds, and gradually increase the duration of your touches as the conversation continues and the connection builds.



The environment is also going to dictate to some degree how much contact is appropriate. If you meet a girl at a nightclub and she sits down with you on a couch, and you're chatting and having a drink, it's fine for you to lightly touch her knee while you tell her a story.

If you met her five minutes ago in the aisle of a supermarket, you might lightly touch her forearm as the two of you laugh about something; that would probably be the extent of what is appropriate body contact in that situation. But as long as you can be smooth and subtle about it, there's always a reason for you to initiate light contact in some way.

It's important to do this, because she needs to get acclimated to your touch. Even a light touch on the forearm creates a sense of physical connection. If, at the end of a date, you haven't so much as touched her arm yet, it's a huge leap to expect her to give you a passionate kiss goodnight. You've got her *warm her up* to the idea of the kiss by establishing body contact beforehand.

If you do this correctly over the course of a date, *she's* going to start leaning in towards you so that she gets more of the physical affection you've been gradually doling out.

Done correctly, this becomes a "dance of attraction" where you establish light contact, then pull back to gauge her interest and develop the sexual tension. Touching her hand can lead to resting your hand lightly on her knee while you relate a story. This can lead to hand-holding or gently

massaging the back of her neck. Take it in steps, and periodically draw back to leave her wanting more.

Here are some other ways to build physical contact:

Whisper to her/lean into her space. This works especially well in noisy or crowded environments. When you lean in to listen, you're implying that you're interested in what she has to say, and that you're a good listener who doesn't want to miss a word. But what you're actually doing is closing the physical gap. Then, when it's your turn to speak, lean in, lower the volume of your voice, and speak near her ear. This creates the sense that the two of you are having a private, intimate conversation. It's just the two of you: no one else is allowed inside your world. This has the effect of creating a "romantic bubble" around the two of you.

Read her palm. Yeah, we know that about one guy in a hundred has even a clue as to which is the life-line and which is the heart-line, but the Alpha Man knows that this skill is merely a tool to start establishing some sensual touch with her. You don't need to be a certified palm reader. Just learn the basic lines and make up the rest. The key to introducing this is to not brag about your skills, but to hint at it:

"When I was living with these guys in college, I picked up some palm reading ability. It's actually a really cool thing to know." Don't even suggest that you read her palm. Let her make the suggestion, so that you can judge her interest and not seem too forward. When you do your reading, just delicately trace the lines and stroke her palm. The hands are the most sensitive part of the body, and one of the most sensual.

Thumb Wrestling. It may seem childish, but it's also fun, "cute" (in her mind), and effective. Tease her about something, and then challenge her to a thumb-wrestling match to determine who buys the next round of drinks. Put up a bit of a struggle, but let her win. When you're done, caress her hand as a way to say "good job" and re-establish the sensual connection. This move is great for raising her excitement and energy level.

Remember, the Alpha Man is always the leader and the guide. You can express this not just verbally, but physically. Look for moments when you can place a hand around her waist, or on the small of her back, and “guide” her along. This puts you in a “protector” role and reminds her of your physical presence; you are there to look out for her. For example, when you’re entering a restaurant, hold the door open for her. As she passes through the door, place your hand on the small of her back and guide her inside.

Or, when one of you says something funny and you both laugh, reach out your hand and clasp hers—a “high five” gesture. Hold her hand for a second as you laugh, then release it.

If you’re sitting across from her at a restaurant, lean forward when she says something you totally agree with, or while you’re both laughing, and touch her forearm lightly. Hold eye contact with her while you speak. Keep your hand there for a couple of seconds and then withdraw.

If you’re sitting next to her on a couch, lightly touch her knee as you tell her a story. Give her a knee a soft squeeze when you want to emphasize something. Withdraw your hand as soon as you’re finished making your point and it’s her turn to speak.

The key with these physical gestures is to be subtle. You’re never grabbing her, latching onto her, or making it seem like you’re “putting the moves on her.” These gestures should all feel natural. If she recoils from one of these gestures, don’t take it as a rejection. It simply means you need to lay some more groundwork. And by pulling back, you’re demonstrating one of the most important Alpha qualities: self-control. Every time you strategically withdraw, you create more sexual tension. If you work the process, she’ll start looking forward to the next touch.

Step Four: Validation/Appreciation. Figure out the area in her life where she yearns for validation. One way to find out is to ask, “If you won the Powerball lottery tomorrow—300 hundred million dollars, let’s say—and you never had to work another day of your life, how would you want to spend your time?”

To this, she might give a joke answer at first: “I’d do a whole lot of shopping.” But dig deeper and get her to reveal more. Ask her if there’s something she has always wanted to pursue, but hasn’t had the time or money to do so. Maybe you’ll get her talking about a hobby she is secretly pursuing or wants to pursue, or a part of the world she has always dreamed of living in. Whatever she says, express your appreciation.

Remember that “flattery” is named that because it seems patently manipulative and false. But if you’re insightful and find the ways in which she wants to be appreciated, and then you compliment her in the right way about it, you will achieve an electric connection.

Step Five: Reveal Vulnerabilities and Share a Secret. One quality that women find immensely attractive is your ability to transcend your male ego and just be a human being, flaws and all. We don’t mean that you should turn into a wuss—in fact, by “revealing” a vulnerability, you’re demonstrating that you’re a lot tougher and more confident than most guys.

Here’s what you do:

Choose something about yourself that could be considered a liability. Maybe it’s your hairline, your weight, your height, or the size of your nose. Normally, most guys would do their best to hide this perceived shortcoming and avoid any conversation around it for fear of being embarrassed, or having to deal with the insecurity they’ve built around it. But not you, Alpha Man! You know this is one area where you can project your strength.

If you chose your hairline, then maybe you’ll say something like: “So I was looking in the mirror yesterday—until I was blinded by my bald spot. I tried spray paint, but no go. I hope you like the sexy monk look.”

By bringing this vulnerability out into the open, and poking a little fun at it, you’ve just demonstrated a level of confidence that most men do not have. You’ve exposed and *destroyed* this “weakness” in one move.

Just don't over-play this card. Too much joking about a particular trait looks like insecurity, and it will appear as if you're fishing for her to pay you a compliment and make you feel better.

We call the other element of this step "Sharing a Secret." This is about bringing her into your world and building up a bond of trust. You can preface it by saying, "I don't normally tell this to anyone..." Or, "If my buddies knew this about me, they'd never let me hear the end of it, but..."

This "secret" doesn't need to be some major revelation. It can be simple. Maybe you'd love to take six months off and travel the world. Maybe if *you* won the lottery, you'd take your dad on a father-son trip so the two of you could spend time together and repair your relationship. Maybe you've always wanted to go back to college, or get into great shape and run the New York City Marathon. Whatever. Share a "private aspiration" with her and act as if she's earned a place in your circle of trust. The more emotionally engaging, the better.

Another great way of showing vulnerability is just being a goofball with her. Women love this, because it brings down her defenses, makes her laugh, and makes you look more human. We're sure you've done this at one point or another—you started imitating someone, or playing a goofy character to make her laugh, and you kept going until she was begging you to stop between fits of laughter.

You don't have to be an embarrassing clown, but you can take the chance and just let yourself be a goofy guy for a few minutes. Show her that you don't take life, or yourself, that seriously. This also shows that you're not going to be socially reactive and uptight about everything, which is a major indication of insecurity in most guys.

Step Six: Control her Perception and the Frame. Women are brought up to believe they shouldn't be "easy." Even though women get sexually aroused just like we do, they don't want to feel like they're "giving it up" too soon. Many girls tell themselves that it's wrong or slutty to hook up with a guy the first time they meet, or after the first date. One way to get around this is to "distort" her sense of time—to make it seem like you've known each other longer than you actually have.

One example: You meet a girl at a bar. After a few drinks, you suggest going to another place. (“I’ve got to show you this bar, you’re going to love it...the Mojitos are out of this world.”)

After a couple of drinks at bar #2, you bring her to an all-night diner to get some food. By this point, it doesn’t feel to her like you’re some guy she just met tonight. It feels more like you’re on a first or second date. In effect, you’re “jamming” her female radar—the instinct that normally tells her, “there’s no way I’d hook up with some guy I met at a bar tonight.”

This technique also works well on dates. Don’t limit the evening to one location. Visit two or three locations and have a different type of experience in each. For example, dinner at a restaurant, then cocktails at a bar, then a nightcap or a cup of coffee at the cool “special spot” you mentioned earlier as one of your favorite places.

Your ability to control her perception of the reality you are creating around her is one of your greatest Alpha powers.

Another example:

Let’s say you’ve been out with her and things are going good. REALLY good. You know she’s digging you, and now you want to take it to the next level and get her back to your place. What you need now is a **cloak** for your motive.

It’s not about being deceptive. You want to take her home, and you’re pretty sure she wants that, too. But it’s up to *you*, as the man, to provide the justification. You’ve got to create a reason to move things back to your place, one that’s going to ease her concern about appearing too “easy.”

Here’s how *not* to do it:

WUSS: “Hey, let’s go back to my place.”

HER: “Uhm...why?”

WUSS: “Hang out. Have some fun.”

HER: "I'm feeling tired. Maybe next time..."

OK, now let's show how the Alpha Man does it:

ALPHA: "Hey, you said you liked U2, right?"

HER: "Yeah, they're one of my favorite groups."

ALPHA: "Then I've got something you really need to see."

HER: "What is it?"

ALPHA: "I just got this amazing DVD of a concert they did in Italy. You'll love it."

HER: "Wow, sounds great..."

By giving her a reason that is socially acceptable, she doesn't have to feel like she's engaging in promiscuous behavior. A woman will avoid any kind of social discomfort, even to the point of denying herself something she wants. So, make it easy for her. Pave the path. All she has to do is come along for the ride.

In many cases, she only needs the right excuse to go forward with her own desires. Her conscience tells that she must *appear* pure and clean—but underneath is a woman who is eager to realize her own sexual desires, just like we are.

Step Seven: Escalate. A common problem we've experienced while helping guys in the field is that once they've started a conversation with a woman, they're reluctant to take it to the next level in fear of "ruining" what they already have. It's like they want to "lock in" this current level of success, but by doing so, they *lock out* their possibility of really closing the deal.

If you're going to make an omelet, you have to break a few eggs. If you're going to make it to the next level on a video game, you have to risk crashing your ship on this level. You get the picture.

Escalation means taking a calculated risk to move forward in the game. If she's not ready, you will not be slapped or have a drink thrown in your face. She will simply deny your advance and you'll have to work on building her attraction and trust up a bit further.

Make your next move an advancement that is sensible and small. If she refuses, back up and continue with a different strategy. Do not let it rattle your confidence, or it will be even harder to regain her attraction. If she accepts your advancement, you rest there for a bit, and looks for moments to pull back again just before your next escalation.

Example: Joe is at a lounge-nightclub with his date, sitting on a couch with her. He's got physical contact going—they're sitting leg-to-leg—and they're having drinks. He's gotten a lot of strong eye contact and giggly behavior, and he's fairly sure she's into him. He wants to move to the next logical step: hand-holding. He looks down at her hand and makes a comment about how nice her manicure looks, taking the opportunity to lift her hand and hold her fingers. She smiles in response, gently pulling her hand back to inspect her nails and comments about how they chip so easily. She puts her hand back in her lap with a nervous smile.

At this point, Joe could feel thwarted—but he knows he just needs to try again. After a few more minutes of joking and teasing, she playfully slaps him on the arm. Joe looks at his arm where she hit him, looking at her with an expression that says, "Hey, don't touch the goods!" She laughs again, and he reaches over again, gently stroking the skin on the back of her hand as he starts telling her a story about how he was caught skipping class in high school. He does this to take some of the social pressure off her. This way, the hand-holding doesn't feel obvious.

As he continues with his story, she turns her hand over so they can lace their fingers together.

Joe is now controlling the game. He achieved this for two reasons:

- 1) He *risked*. Joe could have gone on all night with warm and fuzzy conversation, while never establishing any kind of sensual/physical contact. But he knew that he had to keep *moving forward*. Otherwise, she would have gotten bored and eventually excused herself to go home, or gone into the "I like you as a friend" routine when he finally tried to make a move. When guys don't escalate, that's what they get: a one-way ticket to the Friend

Zone. No goodnight kiss. No future.

- 2) Joe was confidently *persistent*. He didn't let her initial pull-back frustrate him or throw him off. He didn't **react**. He eased back, re-assessed the battlefield, and tried a different angle.

Remember, it is *your* responsibility to control the tempo, initiate contact, and gradually escalate it. If you've gotten her interested in you, this is what she expects from you. If you wuss out, she's eventually going to excuse herself and go home just as disappointed as you are.

Don't "play it cool" and **not** push things forward out of fear that you'll lose the ground you've gained. Also remember that in many situations with women, the "romantic bubble" you've created is a limited-time opportunity. If she's feeling attracted to you *right now*, there's no guarantee that she'll slip right back into that mindset the next time you see her—if you even get the chance to see her again.

Some sample scenarios...

- Jack meets a cute chick at a bar and chats with her for twenty minutes, until she excuses herself to go find her friend. He didn't ask for her phone number because he didn't want to seem "pushy." He figures he'll run into her again in the near future, since they hang out at the same places.
- Adam has taken Erica on four dates, but he has yet to kiss her on the lips; he's gotten nothing beyond a goodnight "peck" on the cheek. He figures if she's accepted four date invites, she must like him, and there's no need for him to go for a smooch and risk coming off like a horndog. So he'll wait for the perfect moment, when he *knows* she wants it.
- Ed has an awesome first date with a hottie named Leslie, who he's been lusting after for months. To Ed's pleasant surprise, they wind up back at his place. They're getting hot and heavy on the couch. Then Leslie looks into his eyes and says, "We probably should hold off, right? I mean, it's only our first date..." Ed agrees with her; yeah, they should wait. He figures that by playing the

gentleman, she'll respect him more and there's a better chance she'll see him as "boyfriend material"—not just as a one-night stand she might regret tomorrow.

It should come as no surprise to you that **none** of these guys wound up having sex with their girls. The common denominator is that *they failed to lead*.

Again, you must sustain forward momentum. The path of escalation, gentlemen. Before we, the authors, evolved into Alpha Men, we had many first dates that we *thought* went well—even though there was no physical contact—but they never led to a second date. You've got to coax her down the path and take it as far as it's destined to go.

Don't expect women to lead you down the path towards that first kiss, or to give you obvious signals when they're ready for sex. **Your job is to lead.** Not to pressure her, but to guide her towards romance. Whether sex comes after the first date or the third date, it should feel like a natural progression.

Step Eight: Close the Deal

Whether you've just met her for the first time or you're out on a date, you've got to lead the situation towards a positive conclusion. In other words, you've got to *Close the Deal*.

"Deal closing" can mean different things, depending on the situation. Here are two rules of thumb to remember:

1) Whenever you meet an attractive girl for the first time and have the opportunity to spend a few minutes (or more) chatting with her, make sure you don't let her get away without exchanging phone numbers. Never assume that you're going to run into her again, or get her number by some other means. Your opportunity to number close is **RIGHT NOW**. Train yourself to adopt this attitude, and getting phone numbers will become a reflex action. No night out should end without at least one new number—signifying a potential date—in your phone.

Note, we did not say simply GIVE her your phone number. This is a weak play because even if she is attracted to you, there is no guarantee that she'll ever call. In fact, her female instincts are more likely to come up with reasons NOT to call, after the initial excitement of meeting you has worn off. This is why the phone number exchange is the far more effective method.

If during the conversation, you gather some basic background info on her and come off as a charismatic, fun guy, the "phone number close" we use is practically guaranteed to work. It's simple. Take your phone out of your pocket, tell her you are going to give her a call, and treat the exchange as a foregone conclusion.

"It's cool talking to you, Sarah. I'm going to give you a call sometime. You spell your name S-A-R-A-H?" (Start programming her name into your phone; then, hand the phone to her so she can program her number in.) Then, call her number, right there on the spot: "Here, I'm calling you now. Save my number, so you know it's me when I call."

This is important for two reasons. 1) It's an "equal exchange." You got her number, now she gets yours. 2) By calling her phone and having her save your number, you know she'll recognize you on her caller ID when you ring her.

The trick here is that you're not giving her the opportunity to THINK about the exchange and decide whether she wants to give her number out. You're not giving her mind a chance to come up with negative possibilities. (What if this guy is a stalker? What if he starts calling me constantly and annoying me?) You see, when you take the Alpha Man route and *lead*, you actually make it easier for her! All she has to do is go with your flow.

Another way to phrase it: (As you take out your phone) "I'd love to chat with you more about that, Sarah. What's a good time to ring you tomorrow?" (Then, program in her name and do the number exchange.) This method gives you another built-in assurance: she'll mention her schedule, which means that when you do call, there's a much better chance that she'll be free to take your call.

Remember, if you know that your time with her is limited—maybe she’s in the middle of grocery shopping, or she really does have friends at the bar she needs to bet back to—it’s always best for YOU to end the conversation before she excuses herself. Get her phone number and be on your way: “I’ve got to run now, Sarah, but we should chat again sometime. (As you take out your phone) I’ll give you a call.”

2) The second rule of thumb with Deal Closing: remember what we said about establishing body contact. When you’re on a date, light, occasional body contact sends the signal to her that this isn’t just a friendly “hang out” session; this is progressing on a physical level, towards romance. You may not get the chance to hook up at the end of the night. Maybe she really does have a firm rule about giving a kiss on the cheek, and nothing more, at the end of the first date. That’s fine, as long as you established *some* physical contact—whether it was touching her arm while you told a story, or briefly holding her hand as you shared a laugh. You’re laying groundwork for the next date, and she knows you’re not some spineless “friend zone” guy who’s never going to make a move.

Step Nine: Foreplay & Sex

Most guys don’t learn how to build up the tension of sex before the actual event. In the movies it usually goes straight from boy-wants-girl, to girl just caves in and they “do it.” In the interest of budgeting screen time, they gloss over one fact that is of vital importance:

Once things have gotten physical, you must raise the sexual tension by escalating slowly—and just a bit slower than she probably wants.

Consider this scenario. Charlie is on the couch with Sandy. They’re kissing and talking with a nice blend of music playing in the background from Charlie’s iPod. (We have at least 3 or 4 romantic playlists that play for hours on end, and you should, too.) Charlie starts sneaking his hand up Sandy’s shirt, stroking her stomach and moving up to the great mountainous region in her bra. Then, Sandy gently moves his hand away. They continue making out, and Charlie goes in again, this time getting further—almost getting his hand inside the cup. Again, Sandy gently moves his hand away.

The longer this pattern continues, the more Sandy feels she's protecting her image as a "clean and virtuous" woman, and the more she feels she's built up his desire. By now, Charlie's pants are so tight in the crotch that he can feel his own pulse.

Here's a better approach; it's something we call "beating her to it." The next time you're working on some sexual escalation, you need to *pull your own hand back* before she does. This achieves several goals at once.

- 1) You appear to have superhuman self-control, one of the rarest of all masculine traits.
- 2) *She* will be left wanting more, rather than being nervous that things are going too fast. She'll be ten times *more* turned on waiting for your next advance, and she'll be ten times *less* likely to refuse it when it comes.
- 3) Because you're holding back, she'll wonder if there's something wrong with **her!** She'll feel the need to prove that she's sexually attractive to you. You're providing a challenge.

By pulling back on your own, you reverse the roles again, and she becomes the chaser. We've used this strategy countless times over the years. It has proven to be one of the best strategies ever for helping a woman follow her attraction through to a satisfying conclusion—and without all the messy "negotiations" that some guys think is a part of getting sex. (If you ever have to plead with a woman or try to convince her to get in bed with you, you've already lost.)

As for the specifics of foreplay, well, this isn't a sex manual. But we can give you a few simple rules that will amplify her desire.

- 1) Go as slow as you possibly can. Chances are, what you consider slow is still a little too fast for her. Kiss her slowly. Move your hands slowly, as if you're underwater.
- 2) No sudden moves. Just because she is pushing her pelvis into your hand does not give you a license to pull your wanker out. Keep

- going at the same rate, but keep steadily moving forward.
- 3) Use your hands, lips, and tongue on every part of her **except** her breasts and vagina. Save those areas for last. Very last. You want her to pull your hands to these parts.
 - 4) Get her to talk a little. Women like to talk and describe their experience. Asking questions like, “How does that feel?” and “Do you like it when I touch you like that?” are great for getting her verbally engaged. Women are turned on by words. Use them!
 - 5) When the time comes, you need to get up, take her hand, and lead her to the bedroom. Plain and simple. If she’s reluctant, resume where you left off. Don’t act like a kid who just got his toy taken away. Remember that a woman’s delays are not necessarily denials.
 - 6) Withdraw, re-assess, persist, *escalate*. (Lather, rinse, repeat.)

Step Ten: Limited Availability: Here, we come full circle. Once you’ve completed a successful seduction, the key to maintaining (and growing) her interest in you is to go back to the very first step, the one that got you in the door initially. Maintain the attitude that you are a special, limited opportunity. If you had an amazing night with her, and decide you want to see her again soon and keep building the relationship, that’s fine. But never act overeager. As a rule of thumb, do not see her for at least two days after that first night of sex.

The polite thing to do is to call her the next day. We suggest doing this as a courtesy, and to make sure you set yourself apart from any jerks in her past who never did. If in the back of her mind she’s worrying that she behaved like a slut and things went too far, or that you’re a player who just wanted another notch on his bedpost, a short, upbeat phone call will neutralize all of that.

Don’t mention or in any way refer to the fact that you had sex. And if you want to see her again, don’t plan a date during this phone call; say you’ll call her in a couple of days to see about making some plans with her. (Be

cool, even if last night was the most incredible sex of your life and she's the girl of your dreams. *Think long term.*)

If you don't feel compelled to see her again, have a short, friendly conversation and tell her to call you sometime if she wants to hang out. Put the ball in her court. Maybe she can be a booty call for the future; maybe you really don't want to see her again, and if she calls you next week you'll politely make up an excuse about how busy you are. Women do this to men all the time.

Once you've completed an Alpha Seduction, the relationship can go anywhere you like. And once you've established a pattern of regular sex with a woman, you can now start to structure the relationship in any way you see fit. But you'll find that your challenges are not over; managing a relationship can be far more challenging than any seduction you'll ever complete.

The good news, once you possess this skill set you will have something that most men only dream about: **sexual options.**

* * * * *

Carlos Says...

Although I cover seduction tactics in my seminars, I make sure all of my students know this: you will learn and grow more in the context of a mature and healthy long-term relationship than in any other situation in your life.

It takes true confidence to maintain a mutually fulfilling relationship with a great woman. Don't think *The Alpha Rules* are just about luring women into bed. My personal hope is that after being out there in the field with these Rules and having fun on the singles/dating scene—whether its for the next 6 weeks, or the next 10 years—you'll eventually find the girl who you want to build a gratifying, long-term relationship with. It takes a lot more work to maintain a relationship than it does to keep picking up and seducing different women, but the payoffs can be spectacular.

ALPHA RULE 19:

FORGE UNBREAKABLE SOCIAL CONNECTIONS

Pursue authentic rapport and connection with people, after the initial attraction. While you must disqualify women who bring negativity into your life, there is plenty to be gained by forming genuine friendships with certain women who you aren't sexually interested in. This is critical to expanding your circle of allies, thereby building your social status.



Dale Carnegie once said, “You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”

It’s absolutely true. The main obstacle that prevents people from forming relationships with others is that we, as human beings, are naturally self-centered.

Whether your goal is to network and establish new business contacts, or meet and build relationships with women, you achieve far more by being inquisitive and expressing interest in people than you do by trying to talk yourself up.

This is the #1 rule to forming social connections. Put your ego aside and spend the bulk of the conversation getting to know about the other person. Even if they go off on a tangent about something you are completely uninterested in, act like they’re the most interesting person you’ve ever encountered. This way, you make people feel *valued* when they’re around you. This strokes their ego, and naturally they’re going to want to spend time with you in the future because you provide this positive sensation. This can be essential to closing a business deal, or getting a woman into bed. The same social dynamic applies.

Listening and expressing interest may sound a simple and obvious tactic, but believe us—considering how 90% of men conduct their opening conversations with girls, this alone qualifies as an original approach. If you were to observe ten guys walking up to the same girl at a bar one night, taking their turns trying to hit on her, you’d notice that in nine out of ten cases the guy does more talking than she does. He figures he has a limited window of opportunity in which to “sell” himself, so he’s going to try to cram as much information as possible into his pitch.

No matter how much you might have to offer, this approach is doomed to fail. Whenever you make it obvious that you’re interested in her and trying to win her over, you’re making yourself less desirable. The Alpha

Man turns the tables: by listening and divulging minimal information about himself, he puts the ball in *her* court and makes her do the work. When she's the one doing the talking, it creates the sense that *you* are the one who needs to be impressed.

When a woman feels that you are genuinely interested in her, and she's sharing things about herself that other guys wouldn't bother (or care) to ask about, her attraction levels rise. When she makes inquiries about you, keep your answers brief and somewhat vague. If she asks about your job, mention the general industry that you're in; don't mention your job title or start talking about what you do. Don't let her press for more information; smoothly switch topics and prompt her to keep sharing things about herself.

As she talks, use encouraging phrases to keep her flowing: "That's really cool, tell me more about that." "Your job sounds interesting, how'd you get into that field?" "So why do you feel that way?" You get the idea.

Another tactic for forming powerful connections with new women is to have *other* women accompany you when you go out. If you don't already have a pool of female friends that you can have call upon to join you when you go out socially, then you've got to develop some. This is another step in the process of becoming a socially dynamic Alpha Man.

Here's the first thing you need to know about this. When you go out looking to meet girls, don't limit your interactions to the ones you want to date or hook up with. Also look to build connections with women who you can *use* in the future as companions on the social scene. While it may sound somewhat manipulative to "use" women in this sense, it's a win-win situation for all involved because these women will always benefit from an Alpha Man's companionship.

Just notice all the women in the bars and clubs, sticking with their groups of friends, who are cute but not exceptional-looking enough to attract attention. Make no mistake: just like the hot chicks, they came out tonight hoping to be noticed and meet men. These groups are easy to approach and get to know. Next thing you know, you've got several new female allies who are going to enhance your game when they come join you for drinks next time.

When you meet up with these allies in the near future, you're now surrounded by a group of female friends. This gives you automatic and significant *social proof* with all the other women in that environment. It doesn't matter if your female friends aren't the best-looking chicks in the room. What's important is that they project positive energy. Women will *always* notice a guy who is accompanied by women and appears to be showing them a good time.

Take it a step further and start using these new friends as wingmen. (Girls can actually be *much* more effective in this regard than your male buddies can be.) They'll love it; the idea of you "winging" each other adds a new element of excitement to the evening. Say to them, "Y'know what, girls? Tonight you're in luck, because I'm going to 'wing' you. And I happen to be a world-class wingman—just ask any of my buddies. So tonight, it's going to be all about meeting new people."

It's a great proposition for women, because with you helping them out, they can meet any guy they want to! The "social rules" prevent them from walking up and talking to a good-looking guy, or a group of guys, they're interested in; men are always supposed to be the ones who make the first move. But with this winging arrangement, if they're checking out some dude across the room, you can easily walk over to him and his buddies, introduce yourself, and make small talk.

A few minutes later, your female friend can "innocently" walk over to see how you're doing, and then you'll introduce her to the guy she had her eye on. Of course, as in any winging situation, you're going to talk her up and mention some of her cool qualities in front of the target, to direct attention to her and get a conversation started.

We've had many fun (and productive) nights this way, winging our female friends and having them do the same for us. And if you've got any "stunners" among your female allies, this is an enormous asset. The mere fact that you're hanging out with hotties causes other women in the room to immediately become curious about you. And the more fun your group is having—laughing, dancing, drinking shots, etc—the more that other girls will want to be a part of your crew. You won't need to do any convincing when it's time to walk up, introduce yourself, and invite

them to join your party in progress. They've been watching you having a good time all night; they already know you're "the man."

* * * * *

Dean Says...

I've deliberately built friendships with a lot of attractive girls who I never wound up sleeping with. Sometimes it was because we went out on a date, and once I got to know her better I could tell she wasn't someone I was interested in dating. (Or, I could tell that having sex with her was going to be a bigger headache than it was worth.) In other cases, I did sleep with the girl but it was only a one-night deal. There wasn't any major romantic connection.

As long as they were cool and fun to be around, I tried to maintain them not only as friends, but as *allies* on the social scene. Now, sometimes this just isn't possible; if you sleep with a chick and she's expecting a relationship, but you're not down for that, it's going to be completely awkward hanging out with her while you're trying to meet new women. But I've found that a lot of girls I've been with are totally down to go out bar-hopping with me and have a good time, just as friends. And it makes perfect sense: she's got a guy she trusts with her, so she feels protected. I can serve as a barrier between her and any guys she *doesn't* want to be approached by. And, I can wing her with the guys she wants to meet.

In return, I have them wing me. They know how I operate, and they know the role I want them to play. My friend Sharon is my ace. She's a very hot stripper who works in one of the Vegas clubs. She's also a drama queen and has a new boyfriend every other week, so I knew when I met her that this wasn't a girl I wanted to get romantically entangled with. But I also knew a slamming chick like Sharon would be a great companion to have at the bars with me. *Everyone* notices this girl when she strolls into a room.

Sharon and I use this tactic all the time: I'll introduce myself to a girl and start chatting. Sharon will be in another area of the bar with our other friends. About five minutes into my conversation with the girl, Sharon

will walk over, completely ignoring the girl I'm talking to, and put an arm around me and give me a quick kiss on the cheek.

I introduce Sharon to my new girl. Sharon gives her a quick "hello," then turns her attention back to me and chats with me for a minute: how I've been lately ("Spectacular," I reply), what I'm doing later tonight ("I'm not sure yet. Just seeing how the evening flows"). Then Sharon excuses herself and walks off.

This one-minute "cameo" by Sharon raises my social proof with the new girl, big-time. Now she has the sense that A) I am a man who is in demand, and B) she is "competing" with other women for my time. If her interest level in me was a 6 or 7 before, it has instantly been bumped up to an 8 or 9. (It's up to me to take it up a notch to "10.") This is a basic rule of social dynamics.

One time at a club, I was sitting down with this drop-dead gorgeous Asian girl named Emily. But I could feel my connection with her slipping. A couple of times she mentioned some guy she was "sorta dating," and I kept steering the conversation away from that. Then Sharon came over and sat down on my lap. She completely ignored Emily and started being flirtatious with me. I introduced Sharon to her and we all sat there talking, with Sharon still on my lap. As time went on, I could see Emily was starting to compete with Sharon for my attention: acting more flirty towards me, ordering a round of shots for us, standing up and dancing sexy to a song she liked.

Eventually, I gave Sharon the cue. She excused herself and walked away. Less than a minute later, Emily had planted herself on my lap and we were making out.

When it comes to men, women are highly competitive with each other. Play on this female instinct and use it to your advantage. The more "invested" a girl is in you, the more fiercely she is going to protect her investment from another chick who is threatening to steal it away. Even if you've only been talking to a girl for 15 minutes, if you've been building a solid connection during that time, she is not going to stand by and let another girl—including friends of hers—come along and steal your attention. When another girl enters the picture, watch how fast she

moves in closer to you, starts touching your arm while you talk, or makes other attempts to “mark her territory” in front of the interloper.

Then, when you eventually “choose” her over the other girl, she feels like she’s won something—and she’s going to make sure you don’t slip away.



ALPHA RULE 20:

PROJECT AND RESPECT AMBITION

Women are attracted to men who project a sense of passion and purpose in life. These qualities are more engaging to women than possessing financial wealth. When a man demonstrates passion for life and achieving his goals, he implies that he is capable of being passionate in a relationship. And while your finances may be modest now, if you project ambition, women will be intrigued by your potential.

Hey Carlos & Dean,

I live in Las Vegas, where it's pretty much a given that the really hot girls are only going to go for wealthy dudes. I have a good job but I'm by no means rich. Should I just stay away from the "10s" and assume they're gold diggers? Or is there a strategy for macking these types of girls, when you don't have a Ferrari parked outside in the valet?

- Bruce

Guys like Bruce are crippled by the wrong mindset. When a guy assumes that a girl he doesn't even know is only going to be interested in "wealthy dudes," or "bad boys," or any other type of guy which he believes he is not, he's throwing in the towel before the battle begins.

Guys like these are making an excuse, a justification, because they lack the will—and the strategy—to approach exceptionally attractive women.

They've fallen into the trap of believing that certain girls are "out of their league."

Let's be honest. This is really just another way of saying, "I'd give my left testicle to date a hottie like her, but she'd probably blow me off, so I'd rather save myself the humiliation."

A guy who is afraid of rejection is just another Beta Guy who doesn't have confidence and the resilience to withstand this reality:

Not every person in the world is going to like you!



Now, there are specific strategies one should use when dealing with HSFs (High Status Females—the girls that every guy in the room is checking out), and things you’ve got to understand about them. More importantly, you’ve got to get rid of the self-defeating attitude that the hottest babes are only interested in guys with money, because this simply is not true.

It isn’t money that HSFs are irresistibly drawn towards. Money, on its own, is not enough to make a woman feel a powerful, lasting attraction. Money is a symbol—a means by which women interpret other dimensions of your Alpha Behavior.

The majority of guys with the big bucks and flashy cars are *not* Alphas, and when women sense this, all the money in the world can’t stimulate a deep attraction. Sure, in reality, rich guys who have even a *little* bit of game are occasionally going to hook up with women who are dazzled by their material possessions. But as non-Alphas, they face the exact same challenges that any guy faces with trying to maintain a relationship and keep a woman interested. The only difference is, the rich guys wind up losing a hell of a lot more in divorce court.

It’s the **status**, **ambition** and **passion** that Alpha Men convey that give them a magnetic aura. Naturally, a lot of men who possess these qualities, and know how to channel them effectively, do wind up making a lot of money. But if they’re wealthy, it’s a byproduct of characteristics that *they already have*.

The good news is, any man can achieve and project these three qualities regardless of the size of his bank account. (And not only are these qualities incredibly effective in terms of attracting women; they’re also critical to succeeding in your career, your goals, your financial success, etc.)

Let’s break down these qualities and explore them:

Status is an indicator of the way other people in your environment—and in social circles—view you and respond to you. It’s your level of social power. When people like you and respect you, it’s evident in the

way they act when they're around you. And when you draw this type of favorable attention, your status grows in the eyes of women.

Women are interpretive creatures. While the things you say (and the way you say them) are important, the way you influence your environment makes an even more powerful statement.

Projecting status can be as simple as being friendly with the doormen, bartenders or wait staff at the bars or clubs you go to. When people know your name and are happy to see you, women notice. You're *somebody*. It means that you must have attractive qualities; in her eyes, there must be a reason why people respond to you favorably.

This principle definitely applies to the friends you surround yourself with. If you introduce a buddy of yours to a girl, and he's a respectful, likeable person who speaks highly of you, that is a powerful and positive reflection on you. (If you said these things about yourself, she would think you're a bragging fool; if he says it for you, you're now completely endorsed.) The more cool, interesting people you have in your social orbit, the more status you'll have in the eyes of women.

This concept is also referred to as "social proof." When other people respond towards you with friendliness and a level of respect, they're vouching for your social value. The woman you are with, or the other women in the room, take notice of this. And even when you don't think they're noticing, trust us—they are.

When taking a girl on the first few dates, you should bring her into environments where you already have built-in social proof. This could be a restaurant where you're on friendly terms with the staff and they welcome you by name. It could be a bar where you're buddies with the bartender and one of the cute waitresses. If you're into the nightlife scene, it means you know the doormen at the clubs you frequent. You're not just another nobody standing in line; you're a welcome guest at their establishment.

Start cultivating these connections. It can be as simple as striking up a quick conversation with the door guy while he checks your ID. Ask him "How's the crowd in there tonight?" After he answers, offer your name

and shake his hand. Tell him how much you like the place. Maybe throw in a little joke about if you get in any trouble tonight, you're glad to know he's watching your back. (Or, if he's built like a refrigerator, crack a joke about how you've got *his* back if there's any trouble inside tonight.)

Doormen are used to dealing with impatient, arrogant or downright rude people. You, on the other hand, make a positive impression everywhere you go. Vibe with him for a minute or two (don't wear out your welcome; he's got a job to do), and **make sure you remember his name**. If you come back next Saturday night accompanied by a girl, you're now going to shake his hand and greet him by name when you encounter him. Then introduce your girl to him. (Always introduce your date to the people within your "status circle.")

Whether he immediately remembers you or not is unimportant. What is important is that you're setting a tone for the evening you're about to enjoy with your date: you've brought her to a place where you are known. You're bringing her into *your* world.

Make this a part of your new routine. If you have a favorite coffee shop, restaurant, bar, nightclub—whatever your hangouts are—you should be on a friendly, first-name basis with some of the staff. Establish an A, B, and C location where you can bring a date on any night of the week. In each of these locations you are familiar with the terrain and with some of the people who work there.

You are in control of the environment. You know where everything is located: the bathrooms, the exits, the quieter areas where you can have an intimate conversation. If it's a restaurant, you know some interesting menu items or a delicious dessert you can turn her onto. And, most importantly, you know this is a place where both of you will be comfortable and well taken care of.

Also, mention that this one of your "special places" where you don't usually bring people. Make her feel like a VIP in your world. You can tell her:

"Y'know, Lisa, I've never brought anyone here before...I usually come

here alone when I want to enjoy some quiet time. This place is like my sanctuary. But I thought you'd enjoy it, so I had to show it to you."

The more "off the radar" this place is, the better this statement will work. This is why your A, B and C locations should have unique qualities; instead of bringing her to Starbucks, find a unique coffee shop that most people wouldn't know about. Instead of bringing her to a chain restaurant, find family-owned restaurants that you can "share" with your dates.

Ambition, the next quality, can be just as attractive as financial success, mostly because women know that ambition almost always results in riches and prosperity.

When you're talking to a woman, mention the things you are committed to achieving. You might only be getting started in your career, but if you're an ambitious person on an exciting path, she'll want to come along for the ride. Projecting ambition is also an effective method for taking the edge off any vulnerable areas you might have, and spinning negatives into positives. Hey, we've all got faults and weaknesses, but the difference between "deal breakers" for her and "endearing quirks" is all in how you present the big picture.

For instance, let's say Mike is currently working as an intern at a record company—not a glorious job title, but it's a stepping stone towards the career goals he is ambitious about. He meets a girl, Michelle, and she asks him what he does for a living. Which of the following answers sounds better?

A. "I'm an intern. I work sixty hours a week and get paid peanuts."

B. "Right now I'm learning everything I can about the record business. I plan on owning my own record label in the future. The hours are long, but it's going to pay off."

With statement B, Mike has said everything about his job he needs to say. Now he can segue into a conversation about music, a topic he knows a lot about: "Y'know, Michelle, I can actually tell a lot about a person by the type of music they're into. So tell me, what radio station is

your car radio tuned to right now?”

Very smooth. Mike has answered her question, glossed over the fact that he’s an intern, and emphasized he’s on his way to achieving big things. Then, he asks her an original question that will open the gateway to an interesting conversation about music.

Notice the phrasing he used. The cliché question would be, “So what kind of music do you like?” To this, most girls will give a vague answer, such as “I like a lot of different kinds” because it feels weak and supplicating. But by asking her which station her radio is tuned to, it makes her think and give a thoughtful, honest response. It also demonstrates “qualification.” You showing her that have particular tastes and know your stuff, and you have criteria by which she must prove herself.

Passion is a characteristic that women intuitively respond to. A guy who expresses great passion—whether it’s a passion for life, travel, his career, or a certain type of art or music—is a guy she’ll want to be around. At some point, most men lose their enthusiasm, their *spark*, and really aren’t passionate about anything. Present yourself as the opposite. The way women perceive it, a man who is passionate about the things he loves has the capacity to be passionate about *her*. (Remember, they’re always interpreting from what they observe.)

Statements like these open nice conversational gateways and underscore that you’re a dynamic, passionate person:

“I love to travel, it’s one of my biggest passions. I’m hoping to get back to London soon, the culture and the nightlife there is just amazing.” From here, you segue into a conversation on travel, and ask her about the most interesting place she has ever visited.

Remember that all conversations should underscore your depth and demonstrate value to her. But you must always be sure to calibrate the conversation, so that it never sounds like bragging. Leave enough questions in her head that she will feel compelled to stick around, long enough to get some of them answered.

Other ways you can verbalize your passion:

“Right now I’m really passionate about my career—I’m doing what I love to do.”

“I have a lot of interests and passions. I’m the type of guy that when I get interested in something, I commit to it 100 percent. Lately, I’ve been committed to getting in shape because I want to look and feel my best.”

An equally effective way to imply your ambitious, passionate nature is to commend her for displaying these same qualities. If she mentions how hard she’s been working at her own goals, tell her how much you respect and appreciate ambitious people. If she tells you how much she loves being a social worker:

“That’s interesting. The look in your eyes when you told me that—I can tell it’s something you’re really passionate about. That’s a quality I love in people, when they’ve really passionate about something and committed to it.”

Nothing you’re saying here is phony. We’re all drawn towards passionate people. Not only do they tend to have more depth and sincerity than the average person, but we’re also excited by the prospect of them transferring some of that passion and commitment to us.

Money Talk

Don’t forget that in hyper-competitive environments such as nightclubs, having a table in the VIP section and an \$80,000 car outside is really nothing original. You’d be surprised how many of these guys are struggling to get women (and we advise guys like these all the time), which is why they’re out at the clubs blowing hundreds of dollars on ridiculously overpriced alcohol in the first place. Meanwhile, the bouncers and bartenders with an abundance mentality are getting all the phone numbers and action that the wusses are missing out on.

Guys who try to use money—or the *appearance* of having money—often wind up dating girls who are constantly *taking* from them, rather than

giving. These relationships turn out to be disasters without exception. If you walked through the ghetto waving a fistful of \$100 bills, would it come as a surprise if you got mugged? Well, don't expect it to be any different on the dating scene when you use money as a lure.

Whether you really do have a high net worth, or are pretending to have money in order to impress women, getting your foot in the door this way has three major drawbacks: (1) it prevents you from developing strong game, which is necessary to get and keep girls on a consistent basis, (2) it often attracts the wrong type of girl, and (3) because wealth is not a unique or original quality, these women can easily be lured away from you when a wealthier (or seemingly wealthier) guy comes along.

A guy we know, Brad, played the game the wrong way for many years. As a hedge fund manager in New York City, his game grew lazy and weak because his outward trappings of success were enough for beautiful women to at least give him a chance. He'd collect phone numbers and take girls out on dates—spending \$300 on a typical first-date dinner—but the relationships never panned out. Either he'd grow bored with the girl after a few weeks, or she'd play games with him (not returning his phone calls, acting evasive) and it would fizzle out.

We advised Brad to take a more original approach, and soon he met the girl that is now his wife. "With Mandy, I did it differently," he told me. "Instead of trying to impress her with an extravagant date, I did something original with her. We had a picnic in the park; I brought some sandwiches, snacks and a \$10 bottle of wine. Afterwards, we went to a free show at an art gallery. The date wound up costing me about \$20, and it was the most fun, relaxed first date I'd ever been on."

When Mandy tells the story of that first date, she mentions an interesting detail: "I could tell Brad was a little nervous, and a couple of times he tried to drop hints about the fact that he had money. He mentioned his new car at one point, and the ritzy part of town where he lived; I just nodded and started talking about another subject. After an hour of conversation, he looked at me and said, 'So, you haven't asked me what I do for a living.' I shrugged and said, 'That's because I don't care what you do for a living.' I could see a shift in his behavior after

that...he was more relaxed, he seemed happier just getting to know me. It was like a weight had been lifted; he knew I wasn't like all the other girls, who he felt he had to impress with money talk."

While it might not seem out of the ordinary for a woman to ask you "What do you do?" very early in the conversation—especially if you live in a city like Los Angeles or New York—don't answer it. Even if you've got a job worth bragging about, don't forget this is a sign that she is a woman who qualifies or disqualifies men based on their income. Do you really want to get involved with a woman like this?

An Original Spin

"I hate it when guys start talking about their money, or all the stuff they own, for three reasons," says Naomi, a 32-year-old attorney. "First, it's an automatic red flag that they're lacking in other areas. Second, I feel disrespected because it's like he thinks he can 'buy' me. And third, it makes me assume he's sleeping with a bunch of women already—because let's face it, if he's always out hitting on women at clubs and has the kind of money he's bragging about, there will always be sluts willing to hook up with him."

Just as women need to stop asking guys "so what do you do?" five minutes into the conversation (in Los Angeles, it's more like 30 seconds), you shouldn't ask women this question. Not because it sends the wrong signals, but because it's a cliché question that probably isn't going to move the conversation to the next level.

Instead, put an original spin on it. Ask her, "So how do you spend your days?" This will prompt her to talk about more than her job. If she works a boring 9-to-5 during the week, she might talk about the hobbies she enjoys on the weekends, or something interesting she did this afternoon. This will open the gateway to an engaging conversation, instead of her giving a short answer (i.e. "I'm a receptionist at a dental office") and you nodding and awkwardly saying, "uh, that's cool."

Another note about HSFs: Yes, there are women out there—most visibly, in the nightclubs—whose attitudes are so bitchy, and whose barriers are so thick, that they're just not open to being approached

unless you're a celebrity. Don't covet these girls or let them frustrate you. Pity these chicks. They're usually bottomless pits of insecurity because they've been cheated on, dumped and crushed by the bad-boys and good-looking "players" they just "can't stay away from." (Dating these jerks only serves to reinforce their own internal belief system: that beyond their looks, they offer nothing, and therefore they deserve to be treated poorly. Like we said, underneath the fake breasts and the \$500 outfit, they're bottomless pits of insecurity and dysfunction.)

If you approach a girl and she gives off this vibe, and even after saying the right things you can't make any headway, politely excuse yourself and move onto the next promising possibility.

Counter her negative energy with nothing but friendly, laidback positivity. Why be rude, and reinforce her belief that every guy in the club is just a creep looking to get laid? Instead, throw her a curveball. If she tries to blow you off, give her your best smile, tell her you hope she has a great night, and move on to some other girl who's in the same fun, open mindset that you are in.

Look, the real reason guys fear these women is that 1) they represent a challenge to us and our self-image, and 2) we think their angry, hateful opinion about us might actually be right. You cure both these misconceptions by building up your self-image to such a high level of healthy self-esteem that you can actually giggle at their ridiculous behavior.

Givers and Takers

Also understand that a girl doesn't need to be a flashy "gold digger" to be a drain on your time and your wallet. There are basically two types of women: Givers and Takers.

Givers are the women you want to spend your time on. These girls are appreciative of the money you spend on them, whether it's buying them a drink, dinner, or helping them out with a favor. They thank you when you do things for them.

Takers are girls who constantly need things from you and don't show appreciation. These requests could be minor, so small that you really don't notice at first. But if you pay attention, you'll notice a disturbing pattern of behavior. She constantly requires you to spend money on her, and any appreciation she shows is hollow and superficial. Spending money is what she expects of you, or of any man she's "gracing" with her gorgeous presence. This is a futile pursuit that will leave you both broken and miserable.

Keep an eye out for situations like these:

- You meet a girl and buy her a drink. When her drink is empty, she goes ahead and orders another round—on your tab—without saying anything. Or, she orders a drink for her girlfriend on your tab. Cut this chick loose.
- You take her to dinner and she orders the most expensive item on the menu. Even if this item isn't a whole lot more expensive than the other items, a considerate girl wouldn't order it because she feels ordering the most expensive dish, on your dime, might send the wrong signal. Only Takers do this. Or, a woman with no real social conscience. Both are bad news, my friend.
- When you suggest a restaurant for a first date, she shoots down your suggestion and says she wants to go to a restaurant that is much more expensive. A Giver will go along with your suggestion, at least on the first date, even if it's not a place she is familiar with. The only exception to this rule is if you suggest a restaurant with a style of food (i.e. Indian food) that she doesn't like. The way to avoid this is to find out, during the first conversation, what her favorite types of food are.
- She doesn't say "Thank you." This is a simple truth: ANY TIME you spend money on her or do something for her, she should at least say "thanks"—if not right at that moment, then before you go your separate ways. Whenever you do something for a Giver—whether it's buying her a cup of coffee, or coming to her house to help her set up her DVD player—she says "thanks," and she means it.

Some women aren't really Takers by nature, but over time they begin to take you for granted, and take advantage of you, because you seem so eager to please. You can avoid this by making her aware that she is *not* the center of your universe, and that you're *not* going to drop everything when she wants your attention.

Let's say she calls and asks you to come over, because she needs your help with something around her house. Don't just say "sure, I'll be right over." This makes you look like you've got nothing better to do. Instead, you can help her out—but make her think that you're making a special effort. "I'm right in the middle of something...let me see if I can get this wrapped up so I can come help you out. I'll call you back in a little while."

Or, "you need my help next Saturday? OK, let me just check my schedule and get back you...I have some things to take care of, but I'll see if I can put them aside so I can come help you with that."

Or, if she calls you on short notice, to come out tonight and meet her at a bar: "I was planning to stay in tonight and take care of some things, but I do want to see you...let me call you back in a little while, I'll see if I can come by for an hour. How's the scene there?"

More red flags to watch out for:

- She is an "emotional taker." You've only met her recently, but it seems like every time you talk to her she wants to talk about problems in her life. She's not really interested in how your day went. She wants to talk about her day, especially the things that pissed her off. Or, even worse, she has constant complaints about her ex. The correct strategy with women like these is to move the conversation to another topic—a positive, pleasant one—when she starts to complain. If she always insists on talking about HER problems and showing little interest in how you've been, forget her. She's too caught up in her own narcissistic world, and it's only going to cause you drama and headaches.
- She is a "time taker." She acts like her time is more precious than yours. It takes her a day or two to return your phone call, and

when she does, she says how “busy” she has been. Well, unless she’s been in jail, no one is so busy that they can’t find five minutes to return a phone call to someone they like. (Really, have you *ever* been so busy that you couldn’t find time to return a hot girl’s phone call within 24 hours?) If you want something, you’ll do what it takes to have it.

If a girl is disrespecting your time this way, when she calls you back, don’t mention this. Be your usual laid-back, confident self. However, **do not** use this phone call to set up a date with her. Don’t give her the sense that you’ve been anxious for her to call you back so that you can plan a date. *You* must be the one making the phone call when the date gets set up.

So, when she finally returns your phone call, have a brief, upbeat chat with her. Tell her about something cool you’ve been up to. Don’t say you’ve also been busy; mention how you were out shopping at this awesome store, or saw a great movie, or were with some friends at a really fun place.

While she was off being “busy,” you were doing your thing and enjoying yourself. The signal you are sending is that you’re a guy who is out there on the scene—exploring cool things, spending time with cool people and living a rich, interesting life with or without her. You’re not a guy who’s waiting by the phone waiting for *her* schedule to clear up.

(You’re not one of those guys, *right*? You’ve got your own life and social scene? Good, because as an Alpha Man, this isn’t something you should have to fake.)

Then, during this phone call, tell her you want to make some plans with her soon to “go do something fun.” Don’t say what it is. Hint at it. Say, “Let me give you a call tomorrow. I’m thinking about taking you to this place I know...I’m sure you’re going to love it. I have to run, but I’ll tell you about it tomorrow and we’ll make it happen.”

This will get her curious. Then end the phone call. Call her tomorrow as you said you would, and if she answers, set up the date with her. If she doesn’t answer and it takes her another day or two to get back to you,

then you can be sure you're dealing with a woman who doesn't respect you or your time. Make one last attempt at setting up the date, and if she continues to be evasive, forget about her. She either has some other guy in her orbit who is occupying her time or her thoughts, she's a flake, or she's just not interested for whatever reason. Remember, no woman is honestly so busy that she can't find time to make a five-minute phone call to you.

What we're doing here is not manipulative. You're testing her for suitability, and there is a *big* difference.

One of the most important decisions you'll make in this life is which woman you'll decide to stay with over the long haul. She'll either keep you floating on air, or sink you down to the wreck of the Titanic. If you don't watch the warning signs and make some intelligent decisions now, there's a good chance you'll wind up telling your divorce attorney about them when she's walking away with half of your life's possessions.

In fact, the national divorce rate would be much lower if more guys looked out for these "Taker" tendencies early on in the relationship. When you constantly grant a woman's demands, these demands will only escalate over time. When a guy starts dating a Taker, in the early stages, maybe he's only paying for drinks, giving her rides around town, and showing up at a moment's notice to help her paint her bedroom. Years later, the poor schmuck is married to her and now her demands are gigantic: a house they can barely afford, another kid he doesn't want, working a job he hates just to maintain her standard of living.

Do you know the story of the boiling frog? Put a frog in a pot of boiling water and he'll jump right out. Put a frog in a warm pot of water, and then start slowly turning up the heat. He'll get sleepy, and the water will get hotter...and hotter...and pretty soon you've got yourself a cooked little amphibian. This illustrates the situation the average guy finds himself in, a few years after settling down with the wrong girl. He's cooked and he doesn't realize it until it's too late—because he ignored a negative pattern of behavior that an Alpha Man would have refused to tolerate.

We see it happen to guys all the time, and it's just not pretty. Maintain the right attitude from the very start and you'll never surrender control to a Taker, a High Status Female, or any other woman for that matter. You're the Alpha Man. Let's keep it that way.

ALPHA RULE 21:

BE THE PRIZE

Human nature dictates that when something is out of our grasp, we want it even more. The Alpha Man knows that by being aloof and elusive, he cultivates an air of importance and desirability. But his limited availability is not a phony pretense; men who are intentionally aloof, or unreliable, run the risk of alienating people. Alpha Men create healthy boundaries around themselves, filling their time with positive pursuits, and are very selective about the people they let in. You are a prize, which women must strive to win. This is the Alpha mindset—contrasting with that of the average man, who are overly concerned with impressing women and schedule their lives around them.



Everything we've poured into this book is ultimately summarized by this concept.

You must Be the Prize in a woman's life to not only get her, but to *keep* her. Period. End of story.

As human beings, we want the things that we perceive to be valuable. We normally live with a "scarcity" mentality, hoarding and protecting that which is important and valuable to us. This is why the multi-billion dollar insurance exists.

Why is gold valuable, and iron cheap? Iron makes most of the things we use: cars, girders for buildings, planes, and so on. Gold is soft and delicate, and must be mixed with other metals to even make jewelry. Yet it is its scarcity that makes it worth hundreds of dollars per ounce.

Diamonds, of course, are the most coveted gemstones in the world. (Don't believe the hype that they are a "girl's best friend"; that title is reserved for the Alpha Man in her life.) But what is a diamond, really? Why is it that we place such extraordinary value on some tiny object that comes out of the ground? It's all perception. The genius of the diamond industry is that they've managed to convince the world that their products are one of the ultimate symbols of status.

Now it is time for women to perceive *you* to be something extraordinary and rare. When you appear to be common, they will continue searching for a greater prize. In a perfect world, we would all be thankful for what we have—but the reality is that we rapidly become bored with what we already know we possess.

Imagine this: Your favorite football team decides to pay all its players the same salary, regardless of performance. And to top it off, the NFL

decides to give every team that plays next year a big trophy and rings for each team. Do you think the players would work very hard? Would the pride of being on an elite professional team still feel as strong?

Can you imagine if every person that joined a karate studio got a black belt when they signed up?

What if every student was guaranteed a diploma, regardless of their grades?

You see where we're going with this.

To value something in life, it must be difficult to attain. There must be a price to pay, and we must ultimately treasure and value it enough to make sacrifices and pay the price to get it. We do not value that which is given to us.

You must become a scarce commodity. To women, you must appear to have limited availability so that her natural sense of desire is given a chance to develop freely. Nothing in life worth having is easy to obtain, and women know this on an instinctual level. She has a keen sixth-sense that tells her when something is *just a bit too easy*.

How do men appear "too easy?"

By being *too* available.

Initially, you'll have to do most of the grunt work to get a woman interested. But you don't have to answer *every* call or text message from her. Better yet, be out and busy enough where you can't take every call from her. When she asks you if you want to go out and see a movie, you don't say, "Sure! When do you want to go?" You say: "I'm open on Wednesday and Thursday night this week. Which one is better for you?"

Remember, we're not trying to use false time constraints, or *play* hard to get. Alpha Men **are** hard to get. Their lives are so busy, fun, and involving that they sometimes have to take a break from women to rest and recharge. (This is also known as a "high quality problem.")

Being too agreeable.

She says, "I like snowboarding!" You say, "Me, too!"

She says, "I like scary movies." You say, "Me, too!"

She says, "I like long walks on beaches." You say, "Me, too!"

Even if you do like these things, you have to at least present a different take on them—else you'll come across as supplicating and eager-to-please. Guys try too often to make it easy for a woman, not realizing that the foundation of every compelling romantic story ever written was based on the tension of one simple question: ***"Will they get together in the end?"***

Or, as legendary movie director Billy Wilder said, "A love story isn't about what gets a couple together, but what keeps them apart." ‘

Women want and need challenge the same way men do.

This is why once you've established a connection with her, you should constructively disagree with her when you have a contradictory opinion. You're safe to be a bit different at this point. The irony is that it will only *drive up* her attraction and interest level when you appear to be independent, and not concerned about constantly impressing and pleasing her.

Being too attentive and focused on her.

Here's another classic mistake we see all the time. When a guy is into a woman, he'll broadcast it like a police siren with his awed smile, eager body language, and overall "appeasement posture." The best thing you can do when you're interested in a woman is to give her your attention, but break it from time to time so that you both have a chance to miss the connection.

* * * * *

Carlos Says...

I would regularly take my dates to Amoeba's, a San Francisco CD store. It's a groovy little place, and I knew women would like it because they're all into music in some way.

While we browsed the aisles, I always made it a point to lose her and go off to look up some music on my own. I'd wait until she found me again, or we happened across each other again by accident. The effect was always the same—she seemed more “into” me when she and I rejoined each other. It was the combined effect of me demonstrating independence, the brief separation, and the “mini-reunion” that gave her a complete emotional experience in just a short period of time.

Give your woman a chance to miss you. All too often we get caught up in the pursuit, and don't recognize when it's smarter to back off and be a little unavailable.

Understand deep in your heart that women are important, and they desire above all other things to be wanted by men. But only by becoming a true Prize will you ever succeed in making women want you in return.

* * * * *

This mindset is about recognizing that:

- Women respond emotionally to absence. Give her a little space once you've built up her attraction to you; she'll begin to feel slightly insecure and wonder whether you feel the same level of attraction. She'll be eager for your affections the next time you reunite.
- When a woman (or anyone for that matter) does not like you, it's really not you. It's her.
- You cannot make a woman like you by getting inside her head and her thoughts. Stay out!

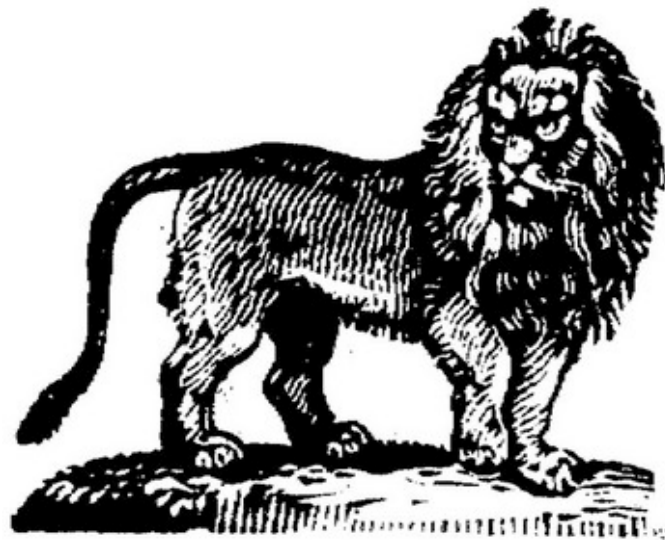
- Women will test you by seeing if you will give up your passions or hobbies for her. If you do, you're doomed.
- The show business axiom "always leave them wanting more" is the #1 strategy for drawing women into your world. When you're constantly trying to satisfy a woman's needs, you become the piece of dangling string that has been dropped into the kitten's paws. She's not going to stay interested. (When it comes to the bedroom, however, deliver *total* satisfaction.)

The change of mindset we're talking about here is a massive one for most men, and it is the core of an Alpha Man's identity. You can't fully adopt this mindset until you've been out there awhile, employing these strategies and living by these principles. You'll probably experience your own, personal "Oh shit!" moment, when it suddenly seems so easy—and you'll be kicking yourself for not doing it sooner.

Once you cross over to this side of "the Force," we're sure you'll never want to go back to the way you were. It's like crossing a darkened room and flicking on the light switch: all of the things that caused you to stumble before, you now view with laser-sharp focus.

It's a jungle out there. But you're a lion now. Go out there and get it.

Class dismissed.



AFTERWORD

The tools we've given you in this book are going to radically change the way you think about attracting and dating women, but more importantly they should radically impact the way you view your overall lifestyle.

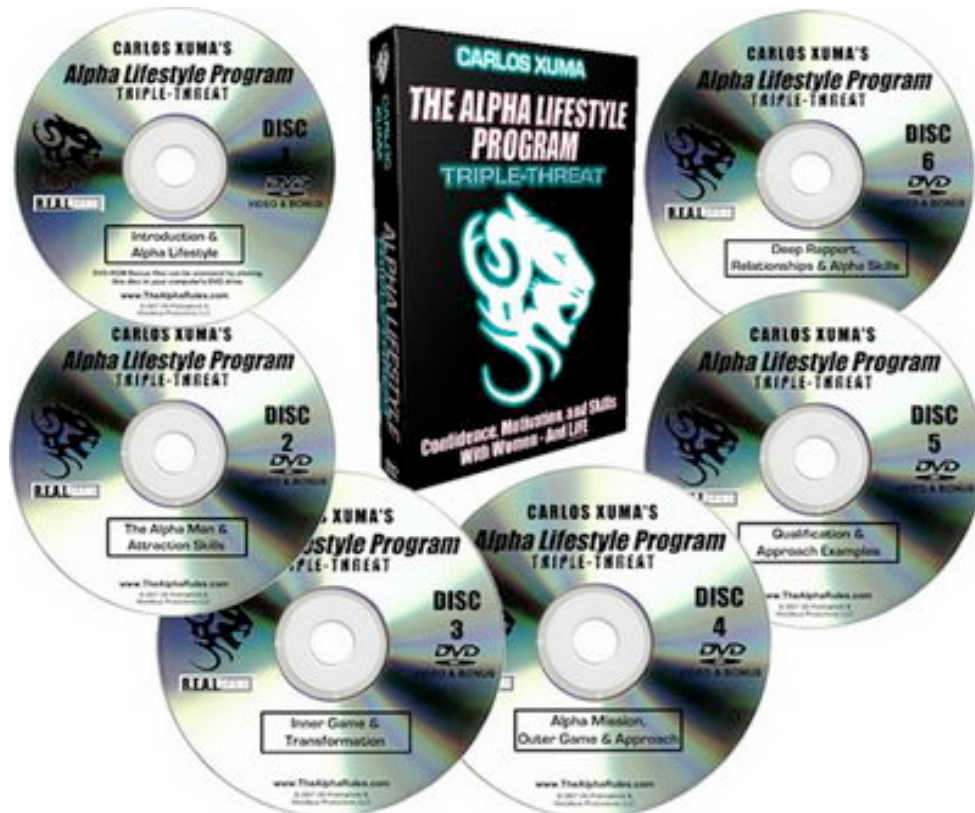
In the future we're going to be releasing more programs that will complete this picture for you and extend the ideas into your whole world—your career, financial success, family relationships, spiritual life, you name it. An Alpha Man does not live by these principles simply to achieve sexual conquests; he operates by this code because it's a sound and principled way to lead his life.

Remember: When a man is living his greater destiny, pursuing his goals with passion, clarity and confidence, he will never have a shortage of beautiful women who want to come along for the ride.



*Now that you've completed these lessons, we want to tell you about the **NEXT LEVEL** of your Alpha journey...*

If you're ready to master the total mindset and lifestyle you'll need to put the 21 Alpha Rules to work, we want to let you know about a state-of-the-art video series we've created called the **TRIPLE-THREAT DVD PROGRAM**. This explosive package includes over **9 HOURS** of hardcore instruction, led by Carlos Xuma and featuring some very special guests.



CUSTOMER REVIEW of The Alpha Lifestyle Program: Triple-Threat DVD Series

by Trevor A., California

When I read the book "The Game" by Neil Strauss I first became interested in the pickup community. I checked out a number of books and websites

created by the various gurus that Neil wrote about. I learned some clever tips and pointers... ways to approach, open conversations, take a more confident, cocky approach, etc.

But still, when I talked to women, I usually felt like I was “faking” it. The insecurities I had before never really went away – it just felt like I was covering them up with stories, routines, negs, etc. Basically, I was like a car with a fancy new paint job, but I had the same old beat-up engine.

I was looking for a product or a system that would help me put all the pieces together. Sure, I wanted to learn the best pickup techniques, but I also needed to get motivated in other areas and create the overall lifestyle I wanted for myself.

Then I came across a guru named Carlos Xuma. I’d put him in a different category than guys like Mystery, David D’Angelo, etc., because Carlos takes a more complete and “holistic” approach (mind, body, spirit) to the subject of getting women.

Carlos emphasizes the importance of “Inner Game”: transforming your beliefs and mindset to allow you to achieve more success... not just with women, but in other areas such as your career, finances, relationships, etc. I know he studied NLP (Neuro-Linguistic Programming) extensively, and while some of the other teachers have incorporated NLP into their material, Carlos does it in a way that makes you a more attractive, successful person on EVERY level. Not just when you’re trying to talk to a girl.

Anyway, I got on Carlos’ email list, and I was excited when he sent out an email about a special, exclusive seminar he was hosting in Las Vegas along with Dean Cortez from M.A.C.K. Tactics. He wanted to hand-pick a small group of students to learn his new system, which he calls “Alpha Lifestyle: Triple-Threat.”

I wound up being chosen to participate in the seminar, and it was honestly one of the coolest weekends of my life. The seminar was held in an amazing penthouse suite overlooking the Vegas Strip. He had a couple of super hot Playboy Magazine models there to assist!! ... along with some special guests, including one of the creators of [M.A.C.K. Tactics](#), another program that I love. This guy is a former Marine and Hostage Negotiator who teaches how to reprogram yourself to have a total Alpha Man mindset. His presentation was one of the weekend’s highlights.

I learned so much from that seminar, I don't even know where to begin. Carlos laid out a complete blueprint for transforming your attitude and mindset, and then taught us awesome techniques that put a whole new spin on "pickup."

There was a camera crew there filming the seminar, and I was psyched to hear that Carlos was going to turn it into a DVD series. He recently sent me a preview copy, which looks totally slick...a very professional six-disc package.

I have to say, watching these DVDs was an even BETTER experience than being at the seminar. During the editing process, Carlos superimposed tips & reminders on the screen that make it a "full immersion" experience.

If you'd like to learn a complete arsenal of pickup strategies, there's a ton of it in there. But the Triple-Threat program goes WAY beyond that and gives you the tools you need for a complete lifestyle transformation. He breaks down the concept of "The Alpha Man" and explains, step by step, how to change every area of your life to become a far more confident, powerful and successful person.

I give this one five stars out of five. I've had it on regular rotation on my DVD player for the past couple of weeks. Before I start my day, or go out to meet women, I play a chapter of two to get my mindset exactly where it needs to be. Great stuff, and highly recommended. Nowadays, I feel like I've got a Ferrari engine under the hood!

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When you order your copy of the Triple-Threat Series, in addition to Carlos Xuma's complete presentation you'll get powerful lectures by Chris C., the Hostage Negotiator who helped create the M.A.C.K. Tactics system. Another segment is taught by the seduction guru "Ranger X," who unveils his "Under the Wire" approach Tactics for the first time anywhere. The program even includes Playboy Playmates who help to demonstrate the secrets of Closing the Deal. You can read all about it and watch an exclusive preview at this link:

www.thealpharules.com